

# World Press Trends 2019

Marking three decades as the definitive guide to the global news media industry in numbers, trends and changes

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# The World Press Trends database

The World Press Trends database contains individual country reports and aggregated data and trends on circulation and readership, advertising revenues, digital publishing and much more.

The database allows users to generate custom reports, choosing from a large number of criteria to produce reports that meet their own specific needs. These can be downloaded in Excel to enable in-depth analysis, benchmarks and historic trends.

Members of WAN-IFRA continue to receive a World Press Trends report without charge, which contains the data that is most often consulted. For those who need access to additional data, WAN-IFRA is offering the database to both members and non-members by individual access, on an annual subscription basis, and IP access that allows companies, universities or libraries to provide access to any number of users. Full details can be found at <http://www.wan-ifra.org/wpt>

World Press Trends can tell you how many newspaper titles are published world-wide. Which daily newspaper has the largest circulation in the world? Which country has the biggest number of top 100 dailies by circulation?

It can tell you the number of titles and circulation by countries, or aggregated world-wide; newspaper reach, readership and media consumption trends: online editions and online readership; top newspaper advertisers and advertising categories; cover prices; advertising expenditures and revenues; market share of newspapers and other media; and much more.

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# SNAPSHOT: World Press Trends 2019<sup>1</sup>

The news publishing industry remains the leading investor in journalism worldwide. And the global appetite for quality news is undiminished. Paying news audiences – print and digital – rose 0.5% to 640 million per day in 2018. Overall revenues from print and digital sales and advertising decreased 3% year on year, but are forecast to rise slightly in 2019. 54% of newspapers’ overall revenue comes from circulation sales, up 1% year on year and forecast down 2% for 2019 as prices come under pressure. Print revenues still account for 85% of newspapers’ overall revenue globally – but its share declined from 89% in 2018 and is forecast to be 87% in 2019.

- Digital circulation revenues increased +11% year on year (yoy) – forecast to increase further in 2019
- Digital advertising revenues increased by +5% yoy – forecast to increase further in 2019
- Digital news subscribers increased 15% yoy – forecast to increase further in 2019
- Print circulation revenues decreased 3% yoy – and are forecast to drop further in 2019
- Print advertising revenues decreased 7% yoy – and further decline is expected in 2019
- Print paid audiences decreased slightly (less than 1%) yoy – and forecast to slip again in 2019



Source: WPT analysis of PwC (Global Entertainment & Media Outlook 2019 - 2023)

<sup>1</sup> The 2019 figures reflect changes made to prior period estimates that had been based on information that best reflected the conditions and circumstances that existed at the reporting date.

# 5 TAKEAWAYS from World Press Trends 2019

**NEWS MEDIA'S CONUNDRUM:** This year's research and data bear out the paradox within our industry. With global revenues (-3% YoY, print & digital) and (especially newsroom) resources continuing to shrink, the business challenges facing publishers are palpable. However, quality news has never been in more demand than today, reflected in the growth of paying audiences for news content (+0.5% YoY).

1

**THE SUBSCRIPTION ECONOMY:** Paying news audiences – print and digital – rose to 640 million per day in 2018, fuelled primarily by the continued strategy and growth in getting readers to convert to digital subscribers (up 11% YoY). Digital news subscriber numbers worldwide have increased 208% over five years to 2018 and are expected to grow by a further 13% in 2019. Nearly 54% of newspapers' overall revenue comes from circulation sales, up 1% YoY but forecast down 2% for 2019 as prices come under pressure.

2

**PRINT STILL PAYING THE BILLS:** Despite much of the focus on digital transformation, we estimate that print revenues still account for about 86 percent of news publishers' revenue. In 2018 print circulation declined only 1 percent globally. Naturally, that picture varies from region to region and from country to country. For the most part, however, print advertising continues its steep decline (-7% YoY).

3

**THAT OTHER CONUNDRUM – TECH GIANTS:** Google continues to be the most important traffic source for news media companies globally, accounting for two out of every three page views from the leading global technology companies, according to our analysis of data from Chartbeat. Worldwide, Google provides 25 times the traffic for publishers that Twitter does and almost two and a half times what Facebook does. Yet the relationship with tech platforms remains tenuous if at times hopeful.

4

**THE POWER OF A FREE AND INDEPENDENT PRESS:** This year's World Press Trends also offers robust statistical evidence that shows direct and strong relationships between a free and independent press and factors that indicate the strength of democracies, the health of societies, as well as both the wealth of nations and the fortunes of its people.

5

# 30 YEARS OF WORLD PRESS TRENDS

What has three decades of documenting the world's news media taught us?

**T**hirty years ago, when the first edition of World Press Trends was published, the world was a very different place. In 1989, Tim Berners-Lee invented the internet, the first GPS (Global Positioning System) went up, the Berlin Wall came down and South Africa's President FW de Klerk met with Nelson Mandela to discuss his release from prison after 27 years. What progress! On the darker side, we know of the tragic deaths that year of working journalists in Colombia, Turkey, Sudan and Romania, amongst others, though it would be another decade before Reporters Without Borders (RWB) started systematically keeping that gruesome score.

Still, in most markets across the world, newspaper publishers had a solid grip on the babble of public and commercial information and, in turn, cash from advertising, copy sales and subscriptions flowed like ink. **Our role as the Fourth Estate of Democracy was largely undisputed**, particularly as broadcasting in many countries remained firmly in state hands. It would be another five years before the first blog emerged on Links.net and seven years before the term “weblog” was coined.

By 1989, The New York Times had already earned a spot in the Guinness Book of World Records with a 1,612-page Sunday edition that tipped the scales at about 5.5kg (12 lbs). By comparison, the edition on Sunday, July 28th this year was 192 pages and weighed about a third of that – 1.8kg (4 lbs). While its print edition has shrunk in scale, the company's ambitions and fortunes haven't. At the end of the first quarter of 2019, the total number of print and digital paid subscriptions topped 4.5 million sending their shares soaring to a 13-year high. Chief Executive Mark Thompson remains optimistic there is more growth ahead. In a statement, he announced ambitious internal targets to earn \$800 million in digital revenues by 2020 – equal to almost half of their total revenues in 2018<sup>2</sup> – and to reach 10 million subscribers by 2025<sup>3</sup>.

While the story of The New York Times is not universal amongst traditional news publishers,

<sup>2</sup> As reported by Nasdaq: <https://www.nasdaq.com/symbol/nyt/financials?query=income-statement>

<sup>3</sup> As reported by Bloomberg: <https://www.bloomberg.com/news/articles/2019-02-06/new-york-times-sets-goal-of-10-million-subscribers-by-2025>.

it's not unique. **On every continent and in every market context, innovating news publishers are finding ways to adapt and thrive in the face of changing consumer behaviour and competition** that is driven, in large measure, by the rapid changes and challenges of digital technology.

But there's no denying the facts. The decade since the Global Recession has been tough for everyone involved in the business of publishing independent, fact-based news – professionally and personally. Challenges to the traditional advertising model of publishers have seen profits fall, often taking jobs and even entire titles with them. In 1989, our records show that The New York Times was amongst 1,626 daily newspapers in the USA. By 2019, one out of every five (20%) had closed, leaving just 1,283 daily newspapers<sup>4</sup> serving a population that had grown more than 40% during the same period. But nowhere has the toll been felt more harshly than on the reporting frontline. The past decade has been the most deadly on record for journalists, according to RWB. Last year saw 84 journalists killed and 348 imprisoned. Halfway into 2019, the outlook remains grim. Already 26 people working in journalism are dead and 401 imprisoned.

**This marked rise in hostility towards the press is a stark reminder of the fragility of our freedom, even in mature democracies.** The pursuit of truth remains a threat to populist politicians, corrupt officials, criminal cabals and extremist groups worldwide. **That is why perhaps the metrics that matter most are those we quantify for the first time this year – the role a free press plays in democracy, society and the economy.**

The statistical evidence we present here is as plain as it is powerful. We drew on data from across a wide range of widely respected sources – from the World Bank, United Nations, OECD<sup>5</sup> and more – to show that, through correlational analysis, **there is no shadow of a doubt: when and where press freedom flourishes, so do indicators of different aspects of a functioning democracy** like the control of corruption, the rule of law, the electoral integrity. The higher the press freedom, the higher the social well-being indicators like gender equality, education levels, and overall human development. **The higher the press freedom, the higher economic indicators** like the Gross National Income per capita, direct foreign investment, and trade across borders. We offer further evidence that the light a free press shines counters some of societies' most pressing concerns. The higher the press freedom, the lower the percentage of

4 Data from the US News Deserts project at the University of North Carolina, Chapel Hill at: <https://www.usnews-deserts.com> Note that the News Media Alliance (NMA) in the USA, formerly known as the Newspaper Association of America (NAA), has not published detailed metrics since 2014. Since then, the World Press Trends team have drawn on insights provided by independent public and private researchers, including PwC, Zenith, the News Deserts project and the Pew Research Centre.

5 Sources include the World Bank, World Justice Project, Freedom House, the Organisation for Economic and Co-operative Development (OECD), the United Nations Development Programme and Harvard University Political Integrity Index.

spoiled votes in elections, the lower the social inequality and the lower the poverty levels. It's for those reasons, and many others we report on here, that the robustness of a free, independent news media industry matters to everyone, inside and outside of the industry<sup>6</sup>.

**Of course, it's not just vital for the press to be free, but also to be trustworthy. And for that, it's critical the press shoulders the responsibilities of freedom.** That we help build vigorous democracies by loudly encouraging opposition voices and being role models of tolerance ourselves. That we support economic growth by reporting accurately to inform sound business decisions and to keeping state and commercial actors to account. That we encourage vibrant communities to thrive by advocating for diversity, equality and cohesion.

**There is certainly more to be done to earn the trust of our communities. As WAN-IFRA's outgoing president Michael Golden of The New York Times said, "Journalists and the press must work harder to reflect the experience, the fears and the hopes of society.** While economies are growing, the benefit is not evenly shared. Journalists must do a better job of reflecting the situation of all levels of society. Many are working to do that. We can all improve."

And, as this year's report clearly shows, there are also improvements needed to ensure our important industry remains sustainable. Whatever else may be true in the pursuit of economic resilience, the building blocks of successful news publishing endures across all contexts, according to Sonny Swe. In 2000 Swe co-founded The Myanmar Times, the country's first privately-owned, English-language paper with the strapline 'Heartbeat of the Nation.' He soon fell foul of the country's strict censorship laws and was imprisoned for eight years. Throughout, the digital and print newspaper continued publishing in English and Myanmar. Freed in 2013, Swe remains optimistic about the future of the company, which has diversified its revenue streams to include a marketing agency. When recently asked, 'What is your formula for creating a sustainable business model for news?', he answered without hesitation: Build a great team + create great content = make money. That other publishers worldwide have also mastered those fundamentals is underlined in **this 30th edition of the World Press Trends that shows our \$123 billion-industry served a growing number of least 640 million paying news users – and many, many millions more through free products. Those audience numbers are expected to grow in the years ahead as forward-thinking publishers continue to innovate, deliver value to communities – and thrive.**

- Dr François Nel, editor, World Press Trends 2019

<sup>6</sup> Whilst correlations don't necessarily imply causal relationships and the links between all these variables are complex, our multivariate analysis underlines the pivotal role of Press Freedom

# PART A: OVERVIEW OF WORLD PRESS TRENDS 2019

Of this there is no doubt: The global news publishing industry is resilient. Although it has not managed to keep pace with the wider economy in the decade since the global economic crisis, there are indications that the efforts of innovating publishers are paying dividends.

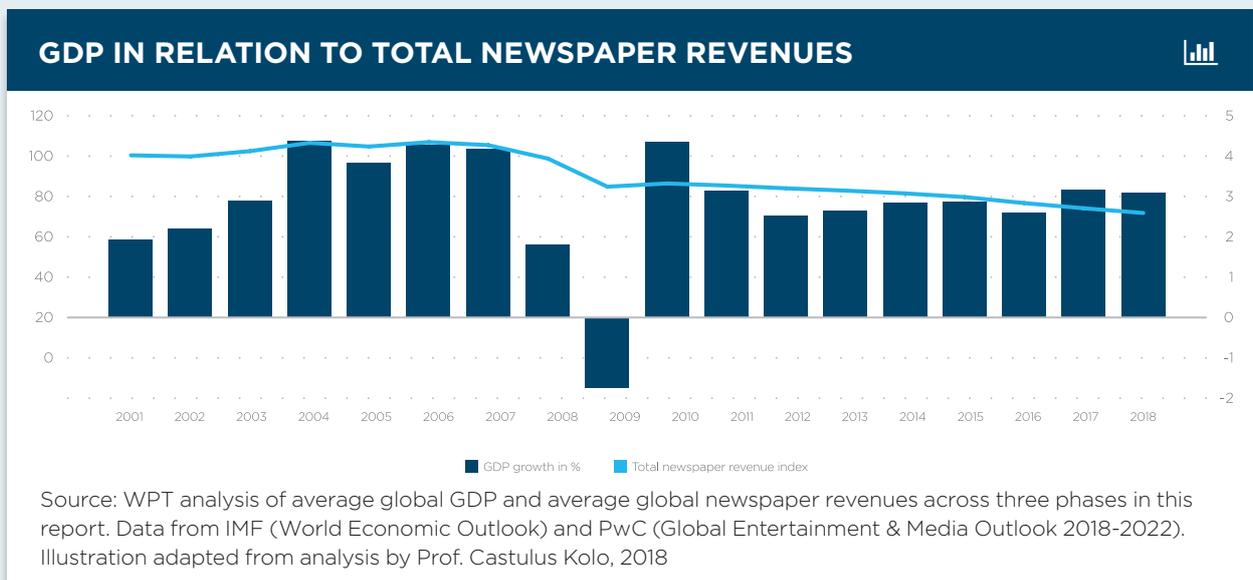
In recent years, the world economy has grown steadily at a pace of around 3% and, at this point, this phase is forecast to extend until at least 2021. Although performances vary greatly by country and company, overall newspaper revenues have slowly but steadily declined by an average of 3% year on year, as growth in digital revenues have not yet been able to fully compensate for print losses.

**“News publishers are holding their position”**  
– Norway

**“Hardly surviving”**  
– Estonia

However, there is reason for optimism. During the past year, the overall decline in revenues from both subscribers and digital advertising revenues slowed – with even a marginal growth forecast for this year predominantly driven by digital subscriptions and to some degree digital advertising. This picture will be further shaped by regulation on digital platforms, such as the European Union Directive on Copyright, as well as economic turbulence by, amongst others, fallout from US-China trade disputes, tension over Kashmir in South Asia, and Brexit.

**“It has not been a blockbuster year. However many media houses have been seeing good growth in the digital segment”**  
– India



# AUDIENCES:

## General access to (news) media and evolving patterns of media audiences

### KEY TRENDS 1: AUDIENCES

**SUMMARY:** The appetite for quality news has never been greater. Overall numbers of paying print users are slightly down, whilst digital news subscribers are significantly rising (up 11% in one year). These digital audiences are reaching us via mobile, which now accounts for more than half of news traffic worldwide – and an even greater share in Africa and Asia. Google continues to dominate the digital news ecosystem in most markets, accounting for two out of every three page views from leading tech companies.

**IMPLICATIONS FOR PUBLISHERS:** “Mobile First” has to be more than a mantra, it needs to be *the* mission.

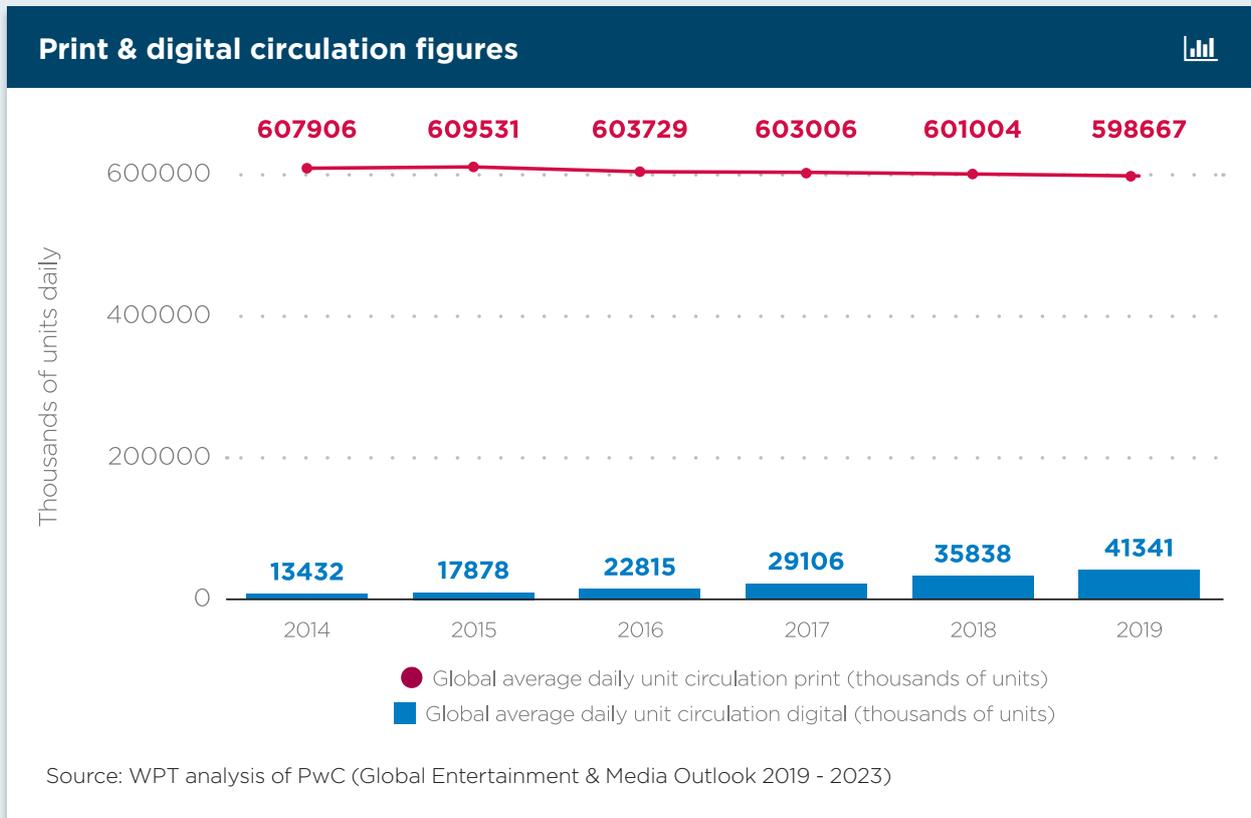
Content that is relevant to readers isn’t just clicked but consumed – and rewarded with loyalty. And loyal users are the cornerstone of a successful reader revenue business.

Publishers need to move from a mindset focused on producing news products to a mindset focussed on serving the needs of news users.

**RISKS:** New competencies – editorial, commercial, technical – are required to meet the challenges of growing reader revenue business models with predominantly mobile news users.

Over-reliance on technology platforms, which are aggressively pursuing growth by expanding their offers to advertisers offers and charges for services, including some that used to be free, open web infrastructure.

## Print is still king globally, but digital is the key to growth



Print still draws the largest paying audiences worldwide, though **newspaper circulation has contracted narrowly (2%) during the past five years**. A small drop of less than 1% was noted over the past year and similar contraction is forecast for 2019. The relative stability of this global figure is underpinned by growth in a small number of countries that include two of the world’s largest economies, China and India. Growth in those countries, along with a small number of other developing economies such as Kenya and Vietnam, masks the turbulence felt across most of the rest of the news industry.

Amongst the 51 countries for which we have robust circulation data, we see a wide variation in print circulation trends over the five years from 2014 to 2018. At the positive end of the scale, newspaper circulation has mushroomed more than 15% in China and nearly 8% in India. This contrasts starkly with performances on the other end of the scale, which shows that print circulation has more than halved in Romania (down 55%) and Australia (down 50%) during the same period. There is even a wide variation within similar markets. For example, the poorest performing newspaper (print) market amongst the European countries we track closely was Sweden, which saw print circulations drop by a third (down 31%) over the past five years. By comparison, in Germany, the print numbers were only down 5%. During that period, the total print circula-

tion dropped 18% across all the tracked countries, which represent the largest markets on every continent. The median amongst the 51 countries is a decline of 17%. It should be noted however, **that these figures refer to percentage change, and not absolute figures**, and when you consider a country like Sweden (for example), its advanced nature of embracing digital technology and consumption behaviour weigh heavily into these rankings – the same for others.

During the next year, we’re expecting newspaper audiences in China and India to continue growing at rates of around 3%, while further pain is expected in markets as diverse as Finland, New Zealand, Romania and Singapore, which are all expected to see double-digit print circulation declines.

On the other hand, **the number of digital news subscribers<sup>7</sup> worldwide has ballooned 208%** over the five years to 2018 and is expected to swell by a further 13% in 2019. The best performance is expected in France, where digital subscriptions are forecast to climb 34% on the back of 43% growth last year. On the other hand, their Italian neighbours are expected to fare the worst amongst the basket of 51 countries for which we have comprehensive data. Italian digital subscriptions actually fell by around 6.6% this year and are expected to drop by a further 4% in the year ahead. Though some of this variation may be put down to differences within the economic performances of these neighbouring countries, answers are likely to be found by looking closer at both the specific structure of the markets and the innovation efforts of the publishers.

TOP 10 performers in PRINT & DIGITAL CIRCULATION by % change over the past year

PRINT		DIGITAL	
China	2.9%	1	China 44.0%
Kenya	2.5%	2	France 42.5%
India	1.7%	3	Pakistan 34.6%
Egypt	0.8%	4	Taiwan 30.4%
Nigeria	0.6%	5	India 26.3%
Pakistan	0.4%	6	Turkey 24.5%
Vietnam	0.3%	7	Hong Kong 24.2%
Peru	0.2%	8	Indonesia 23.5%
Thailand	0.0%	9	Vietnam 20.9%
Mexico	-0.2%	10	Brazil 19.9%

BOTTOM 10 performers in PRINT & DIGITAL CIRCULATION by % of change over the past year

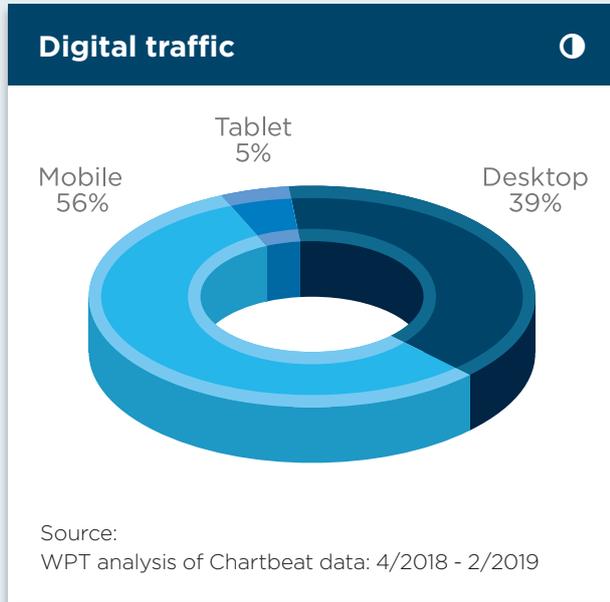
PRINT		DIGITAL	
Romania	-24.9%	1	Italy -6.6%
Australia	-16.3%	2	Denmark 0.0%
New Zealand	-13.1%	3	Belgium 2.7%
Portugal	-12.2%	4	Greece 3.1%
Finland	-10.4%	5	Sweden 3.1%
Singapore	-10.0%	6	Portugal 3.5%
Sweden	-9.4%	7	Austria 5.3%
Norway	-8.1%	8	US 5.3%
Greece	-8.1%	9	Malaysia 5.7%
Ireland	-8.1%	10	Finland 6.0%

Source: WPT analysis of PwC (Global Entertainment & Media Outlook 2019 – 2023)

7 Digital newspaper circulation revenue (\$ mn) Consumer spend on digital editions of newspapers, including digital subscriptions and payments for newspapers delivered direct to connected devices such as a PC, tablet or smartphone, and including fees to access online content. This segment considers all daily newspapers, including weekend editions and free dailies. Weekly newspapers are included in markets where data is available. This revenue is digital, and is from consumer spending. [See Appendix B for further definitions]

## The march to mobile gathers pace

The growth of digital audiences worldwide has long been undisputed. Increasingly, that means mobile.



Mobile users now account for the vast majority of digital traffic to news sites globally. An analysis of data from 248 countries provided by the content analytics firm Chartbeat showed that more than 56% of digital audiences accessed news sites from mobile devices, eclipsing traffic from Desktop PCs and Tablets. Fewer than four out of 10 visits to news sites were from Desktop computers (38.6%), while Tablets accounted for about one out of every 20 visitors (5.1%), according to the analysis of Chartbeat traffic during the 10 months from April 2018 to February 2019.

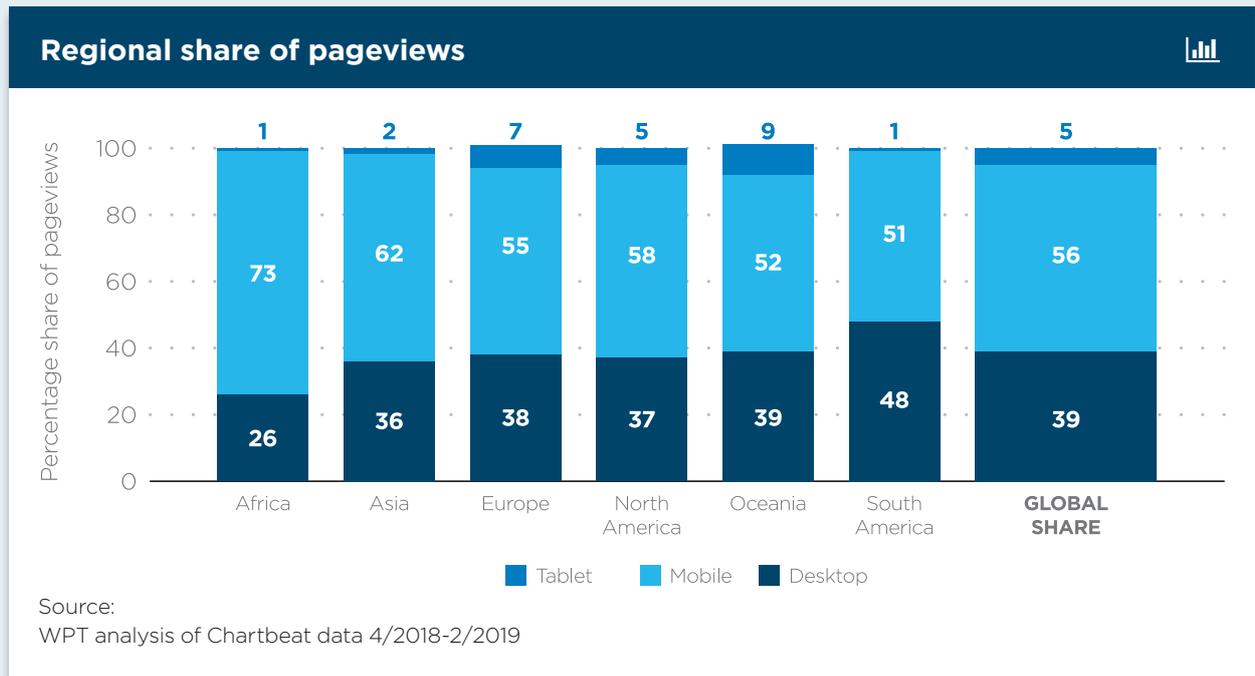
The regions where mobile news has grown the fastest during the past five years are also those markets where print is at its strongest. In Asia, two out of three digital news views come from mobile, while in Africa it is three out of every four.

Will mobile cannibalise print audiences and revenues to the extent to which desktop and tablet have done? The answer depends on three key factors: audiences, products, and infrastructure. That mobile devices are central to the lives of audiences everywhere is a structural shift in the landscape. The extent to which news publishers meet audience expectations with competitive products is both a general industry challenge and specific organisational one. Forward-thinking news organisations have adopted a mobile-first mindset in their current operations and future plans.

Perhaps the variation of quality and costs of mobile services is the challenge publishers have the least power to address. In addition, mobile network operators in many developing countries often compete with and cannibalise the mobile news initiatives of publishers once they show promise – taking advantage of their ownership, control and monopoly of their platforms. Zimbabwe, for example, ranks amongst the world’s poorest nations with Gross National Income of just US\$ 1790 per capita in 2018, while its mobile data charges are the world’s highest (US\$ 75.20 per Gb) – and rising fuelled by currency woes, runaway inflation rates and a monopoly of mobile ser-

vices. Even so, during the past year Zimbabwe’s *Daily News and Financial Gazette* has put up a hard paywall on all online news platforms, including mobile sites, and has seen digital subscribers numbers climbing to nearly 80,000, according to publisher Jethro Goko. This is a remarkably strong performance when compared with the 27,000 digital subscribers of the New York Daily News and the 72,000 digital subscribers of The Dallas Morning News<sup>8</sup>.

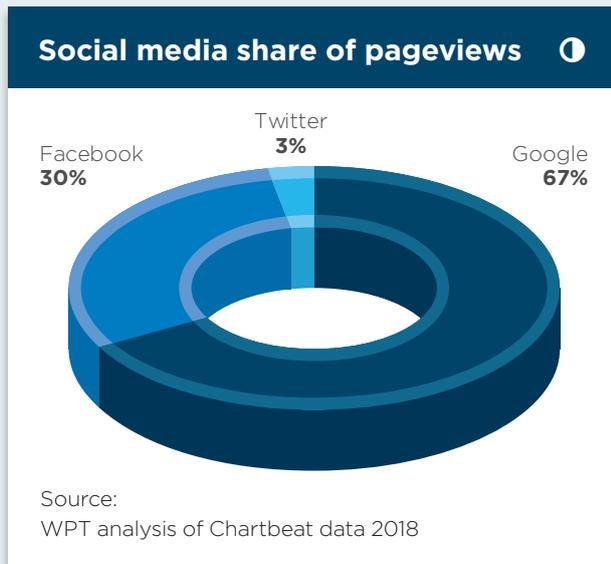
On the other hand, mobile data charges are about 100th of that in Sri Lanka (US\$0.78), making it among the world’s cheapest – and that is worrying some local publishers, too. When we surveyed member national associations to discern what were the biggest risks faced by publishers in their country, the Sri Lanka representative said, “The high proliferation of cheap smartphones that are coming into the country along with a very good telecommunication infrastructure is creating a threat to news media. Advertising revenues moving to internationally-owned social media is a big threat to the industry.” This is underlined by the fact that Zenith data shows that mobile’s share of total global advertising spend has mushroomed to 27% during the past year – and that it continues to grow in relative importance.



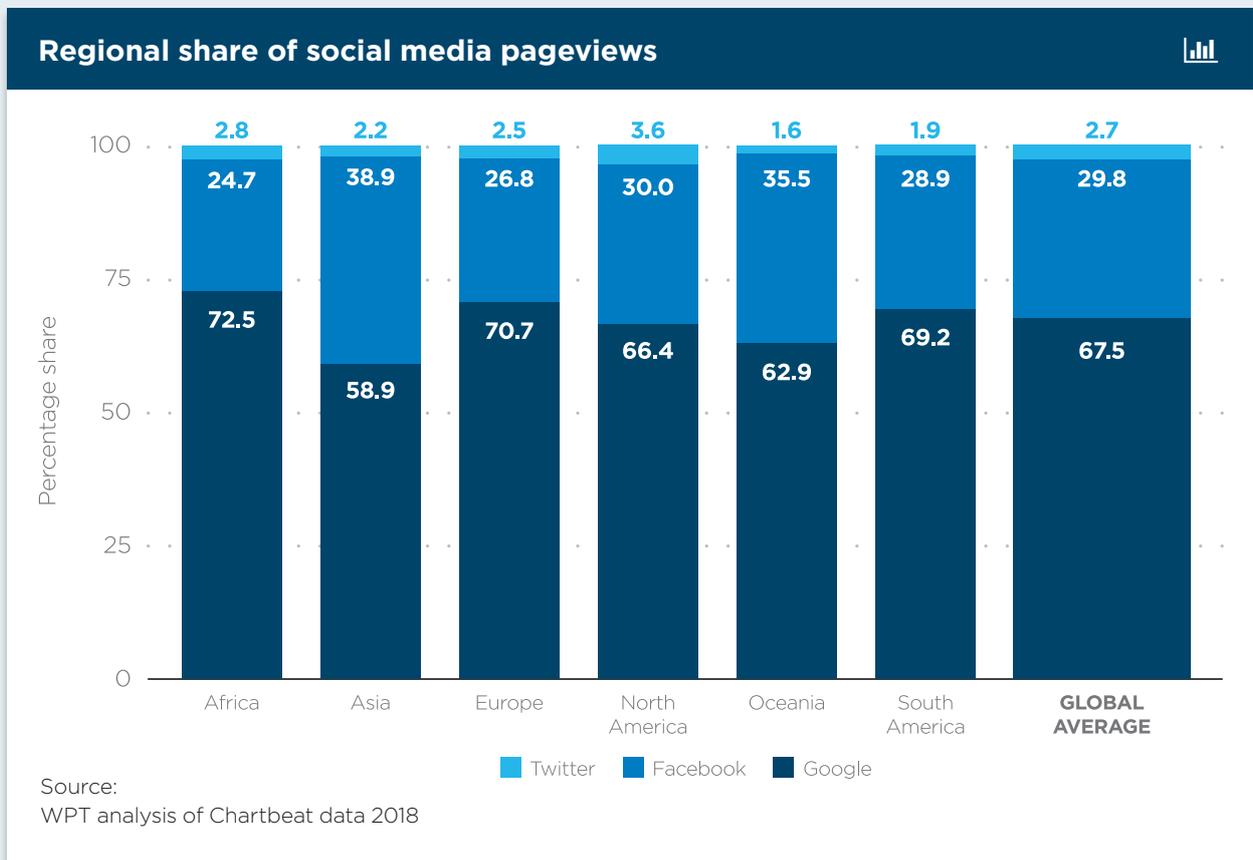
<sup>8</sup> Source: <https://www.niemanlab.org/2019/07/the-l-a-times-disappointing-digital-numbers-show-the-games-not-just-about-drawing-in-subscribers-its-about-keeping-them/>

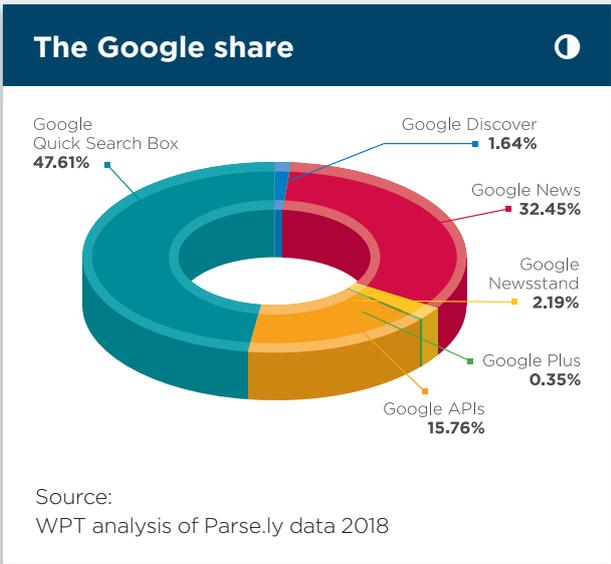
## Why what Google does matters

While nurturing its own ecosystem, Google’s large share in the market is also shaping the ecosystem of digital news. Google continues to be the most important traffic source for news media companies globally, accounting for two out of every three pageviews from the leading global technology companies, according to our analysis of data from Chartbeat.



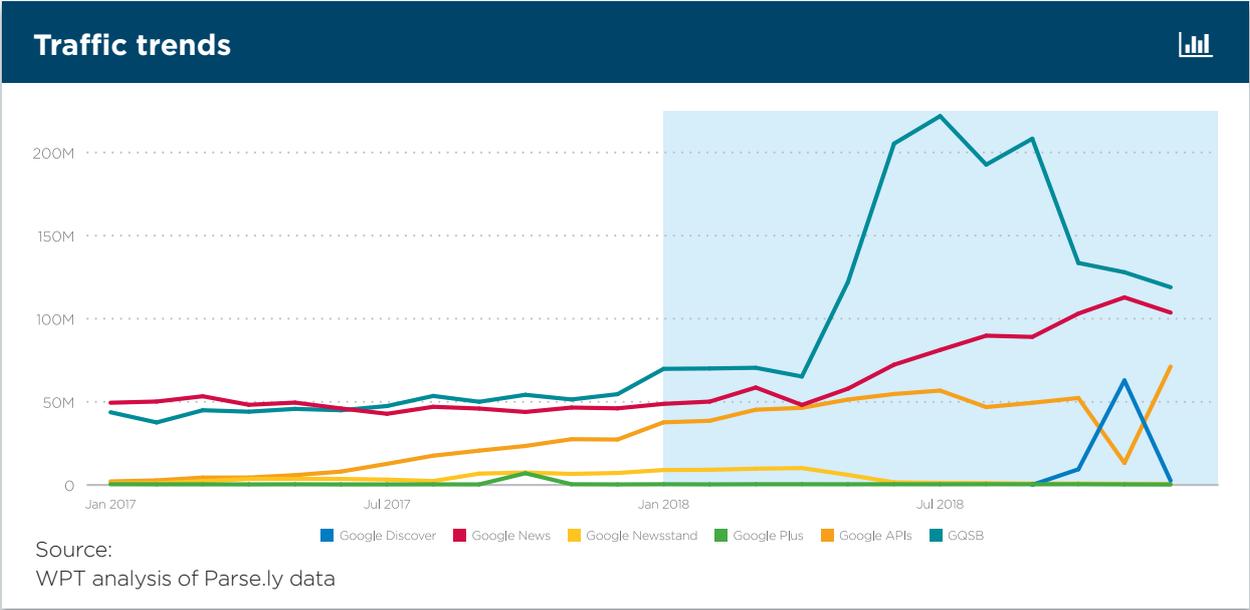
Worldwide, Google provides 25 times the traffic for publishers that Twitter does and almost two and a half times that which Facebook does. Although there is wide concern about the behaviour of Facebook, the advertising and e-commerce social media giant only accounts for roughly 30% of traffic for digital news across online platforms. Google has the highest share of digital news traffic in Africa, where it delivers almost three out of every four news visits. Its position is weakest in Asia, where it has not operated in mainland China since 2010.





Among all functionalities and innovations Google develops, search remains the dominant source of traffic for news publishers, according to an analysis of 18 months' worth of traffic generated by over a billion people using more than 2,500 sites in the network of data analytics firm Parse.ly. Google's Quick Search Box accounts for nearly half (48%) of all Google-related traffic. However, Google News also offers undeniable curating power that accounts for one-third of traffic (32.4%), leading the way of all other Google news delivery vehicles.

“While Google doesn't make it easy to track specific products, they are intent on ‘reimagining search,’ which blurs the lines between immediate organic search results and results curated based on past searches. If anything, I hope this means quality SEO strategies will yield results beyond the traditional search engine,” said Kelsey Arendt, the senior data analyst at Parse.ly.



During the past year, we saw Google Plus shut down, Google Quick Search conduct experiments and Google Discover join the caravan. **However, the most dramatic changes have been related to the rise in traffic of Google APIs, such as Google Maps, which jumped 3,257% over two years.** Google Maps has been largely free and ad free since its launch 14 years ago, but it became clear during the past year that the world's most profitable internet firm intends to turn this popular web application into another cash machine. For one, Google Maps used to be a free, open web infrastructure, but during the past year, Google has put customers of its mapping

ERRATIC REFERRAL TRAFFIC TRENDS OVER THE PAST YEAR INDICATE THAT GOOGLE HAS EXPERIMENTED WITH PRODUCTS, FEATURES AND THE WAY SOME ALGORITHMS FUNCTION.

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tools – big and small – under the same pay-as-you-go systems and hiked prices, according to a recent Bloomberg report. With more than 5 million developers using maps, the income from paying customers is likely to be handsome. But the deepest revenue stream will be advertising.

Speaking at a recent conference, Google’s business chief Philipp Schindler carved the Maps platform opportunity into four areas: Basic directions are a “utility” that can’t be messed with much. Second are requests for things nearby; followed by broader, personalised recommendations; and finally searching neighbourhood business listings. “If you think about Maps monetisation from those four different angles – a little bit more caution obviously on the first one, not disrupting the utility aspect and all the other three – I think it’s a really, really interesting playground going forward,” Schindler said.

**How that playground might impact publishers remains to be seen**, but whatever Google invents or however it intervenes, it would seem that news sites have not had much say in this equation. But there is more to the complex relations between platforms and publishers.

On the one hand, **Google has actively reached out by putting increasing amounts of muscle and money into its relationship with news publishers**. For example, starting in 2011 with a US\$ 2.7 million investment in a three-year News Innovation Contest project run by the International Press Institute, the technology giant in 2015 announced a EUR 150 million investment in a five-year Digital News Initiative to support European news innovators. Learnings from that project fed into the Google News Initiative, which is a multi-faceted programme with a global remit, not a fix-term project with a regional focus. **GNI is also supporting WAN-IFRA’s European version of Table Stakes**, the programme for local and regional newspapers that has helped a number of US publishers to improve their digital transformation footprints.

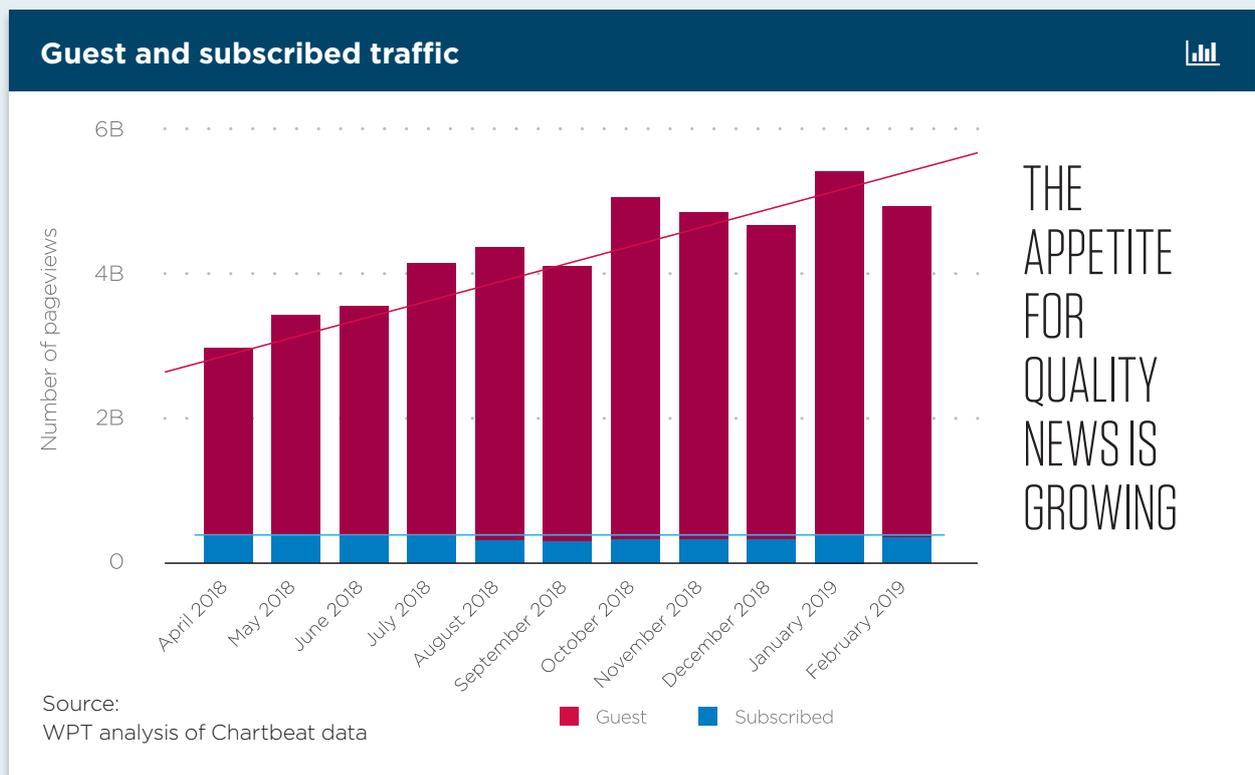
**On the other hand, publishers are increasingly pushing back**. They are demanding higher visibility of their brands, greater access to data, and a larger slice of the revenues. Publishers have found few policymakers as willing to champion their cause as those in Europe. And in April this year, the European Parliament and Council finally passed what is known as the Directive on Copyright in Digital Single Market. The widely discussed and contentious legislation includes, amongst others, an obligation by platforms to police copyright violations as well as a so-called “links tax” that obliges platforms to pay publishers for displaying their content.

Will the legislation achieve the European Councils’ goals of protecting the interests of news publishers by reducing the gap between the profits made by internet platforms and by content creators? When asked in our annual World Press Trends survey what national news associations’ top priorities were for the coming year, the Czech Publishers Association did not hesitate to say, “Implementation of the European directive on copyright.” Others are less certain, particularly as Google has threatened to shut down Google News, as it did in Spain when similar legislation passed in that country in 2014.

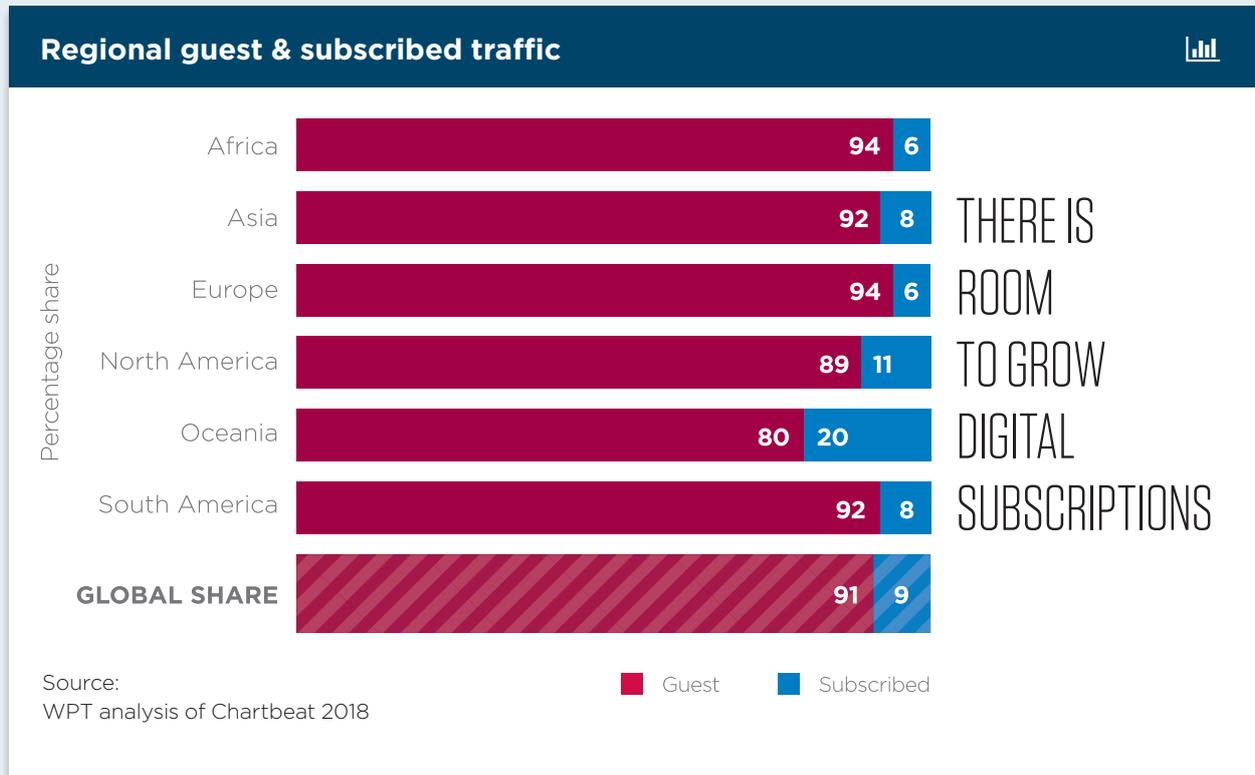
What will Google do next? The answers will become clearer during the next two years as EU member states have until April 2021 to pass national legislation to comply with the directive. But this much we already know: **news publishers and technology companies are inextricably linked.** “Many of the solutions [to our business challenges] will come from the journalism industry and the tech industry working together,” says Noemí Ramírez, the Chief Product and Customer Officer at PRISA News, which publishes Spain’s El País. Google CEO Sundar Pichai has summed it up this way, “Put simply, our futures are tied together.”

## How well do we know our audiences?

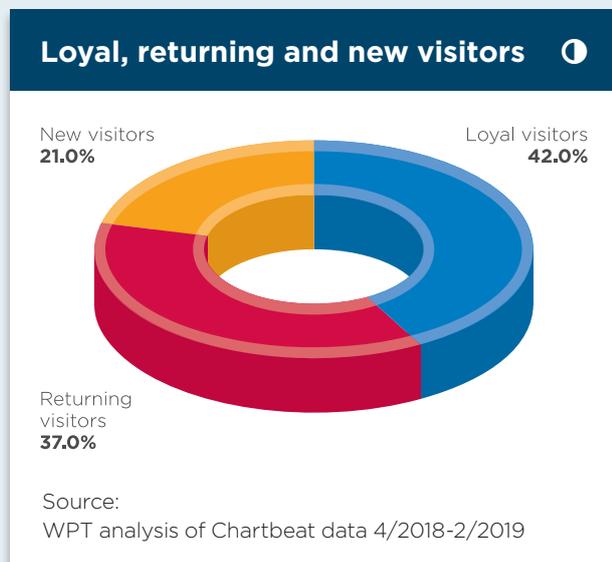
As consumer revenue becomes an important pillar of the digital business model of news publishers, it has never been more important to understand digital audiences. While there is still much to learn, some key principles have started to emerge.



**The appetite for quality news is growing.** An analysis of data from 248 countries provided by the content analytics firm Chartbeat showed that while traffic from news subscribers remained relatively stable, the number of guest pageviews has increased 76% over the 11 months to Feb 2019. This is a clear indication that in a world awash with misinformation, internet users globally are increasingly seeking out news from reliable publishers.

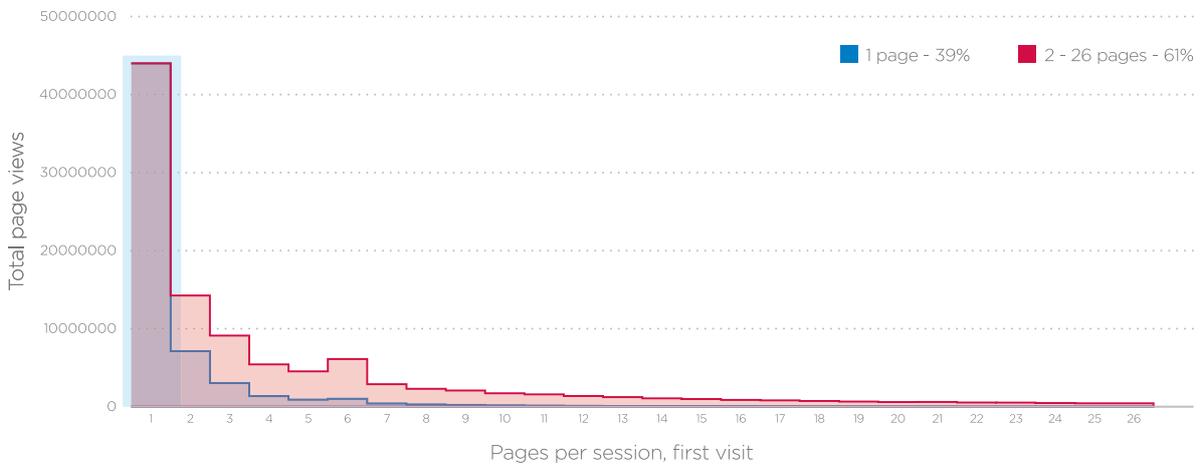


**And this also shows the vast potential to grow subscriber base,** as subscribers account for nearly one in 10 page views globally.



**Loyal users matter most.** Loyal users, who returned to the site at least eight times in the past 16 days, are the largest contributor to online traffic globally accounting for more than two out of every five pageviews, followed by returning audiences (37%), who returned more than once in the past 30 days, but less frequently than every other day. While new users, who visit only once a month or less, generate one in five of the page views of news sites globally. Clearly, the relevance of loyal users is not only high but also increasing.

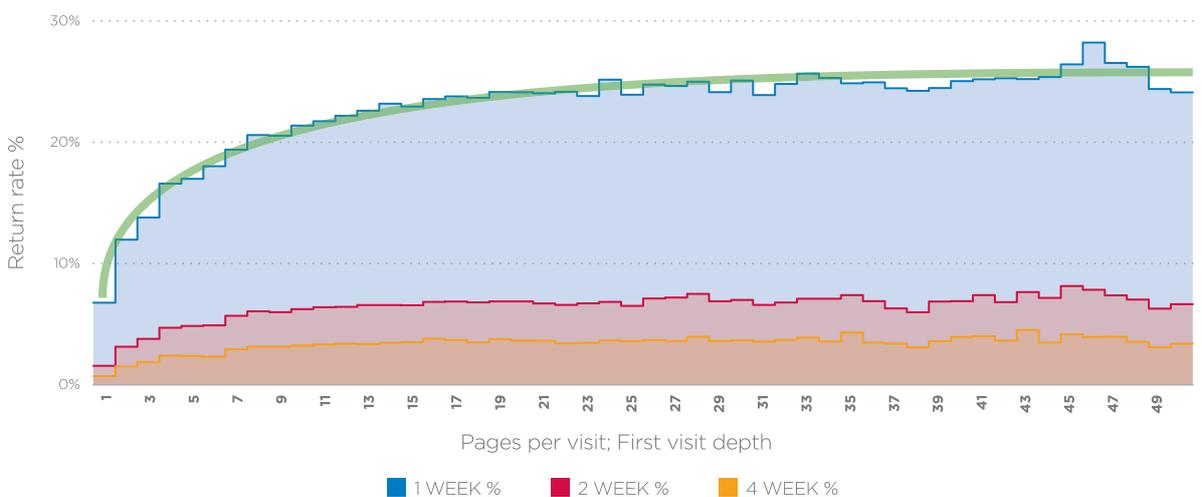
How well do we know our audiences?



Source: IO Technologies data (60 million first-time visits to 998 news and media websites from 60 countries; 10/01/2019 - 20/02/2019)

**Relevant content is key to achieving loyalty from new users.** A study of more than 60 million first-time visitors to 998 news and media websites across 60 countries monitored by the analytics firm IO Technologies showed that the number of pageviews produced during the first visit still has the highest effect on return rates. Relevant content that leads users to read more than one page may lead to a three times return rate increase. After seven pageviews during the first visit are achieved, the return rate stays approximately the same. Thus it is not only important that an individual article is attractive to the user, but its context is too. The sum of the whole offer must be more than its parts.

Relevant content that engages readers reaps returns



Source: IO Technologies data (60 million first-time visits to 998 news and media websites from 60 countries; 10/01/2019 - 20/02/2019)

Q. WHAT ARE THE GREATEST OPPORTUNITIES FOR THE NEWS MEDIA INDUSTRY IN YOUR COUNTRY OVER THE COMING YEAR?

A. EXPLORING READER REVENUE OPPORTUNITIES, INDUSTRY-WIDE COLLABORATION, EFFICIENCIES AND GROWTH IN DIGITAL AUDIENCE NUMBERS. – UGANDA

# REVENUES: News publishing income trends and forecasts

## KEY TRENDS 2: REVENUES

**SUMMARY:** As advertising spend follows news users to mobile (and tech giants), total global revenues for publishers dipped by 3% to US\$123 billion in 2018. This trend is expected to stabilise through 2019 as climbing digital reader revenues offset some losses in other areas.

**IMPLICATIONS FOR PUBLISHERS:** Continue developing reader revenues through trusted, indispensable (mobile) news services and content, alongside efforts to diversify revenue streams beyond circulation and advertising.

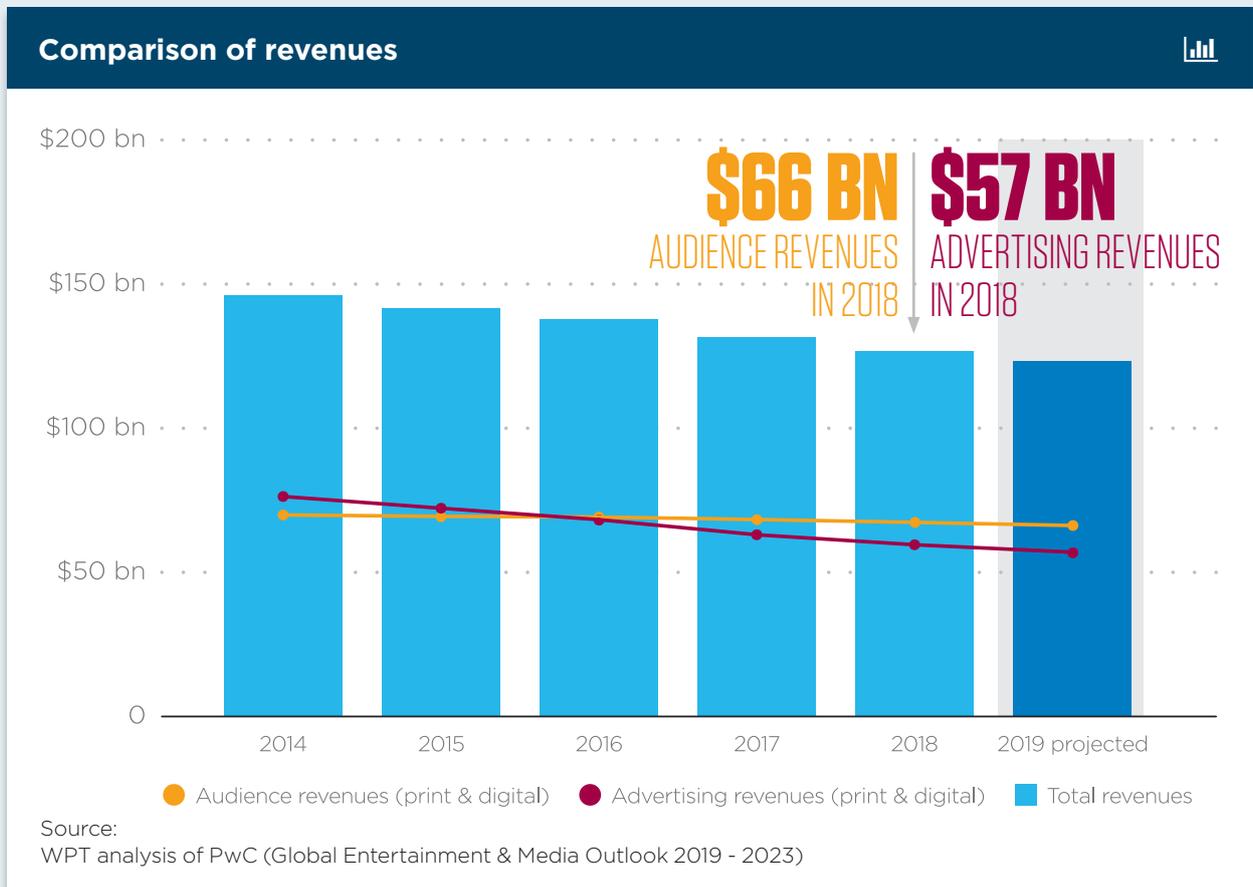
**RISKS:** Over reliance on traditional income streams (advertising and print sales) and channels (including desktop websites) can undermine long-term sustainability, while continued cost cutting can deplete resources needed to deliver acceptable customer value. Efforts to gain market penetration by cutting subscription prices may undermine efforts to offset advertising losses by growing reader revenues.

## Changing composition of revenues and growth rates of all components

Growth in digital revenue continues to counter some of the declines in print that have led to the contraction of total industry revenues during the past five years. This broad trend is forecast to continue into 2019.

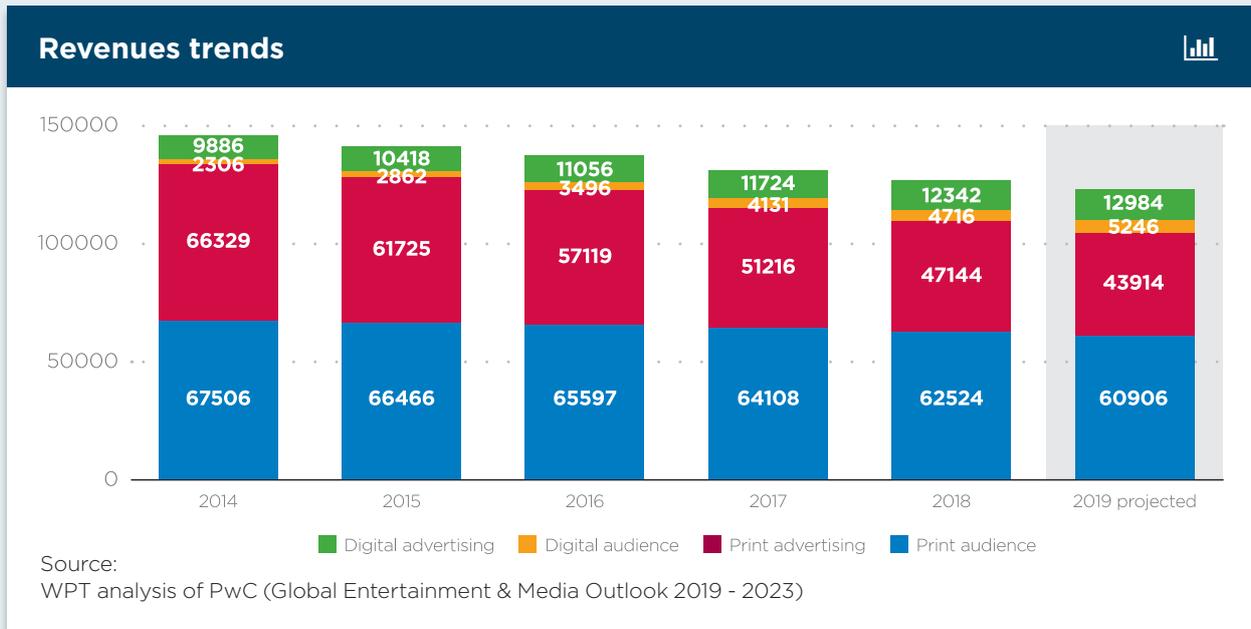
The audience revenue picture is one of light and shade. Digital subscription income jumped 11% in the year 2018, while there was a 3% decline in print circulation revenues. This combination led to a marginal year-on-year downturn of just over one percentage point with an estimated \$66.2 billion earned worldwide from print and digital subscriptions.

Advertising income was even more challenging. Print newspapers' share of global advertising spend has slumped about 7% during the past year, though adspend on digital news products increased slightly (0.5%), according to an analysis of data from Zenith. The estimated \$56.9 billion news publishers earned from print and digital advertising in 2018 was down 5% year on year. This is because the 5% rise in digital advertising income was overshadowed by a 7% drop in revenue from print advertising, which still brings in roughly 77 percent of publishers's ad revenue.

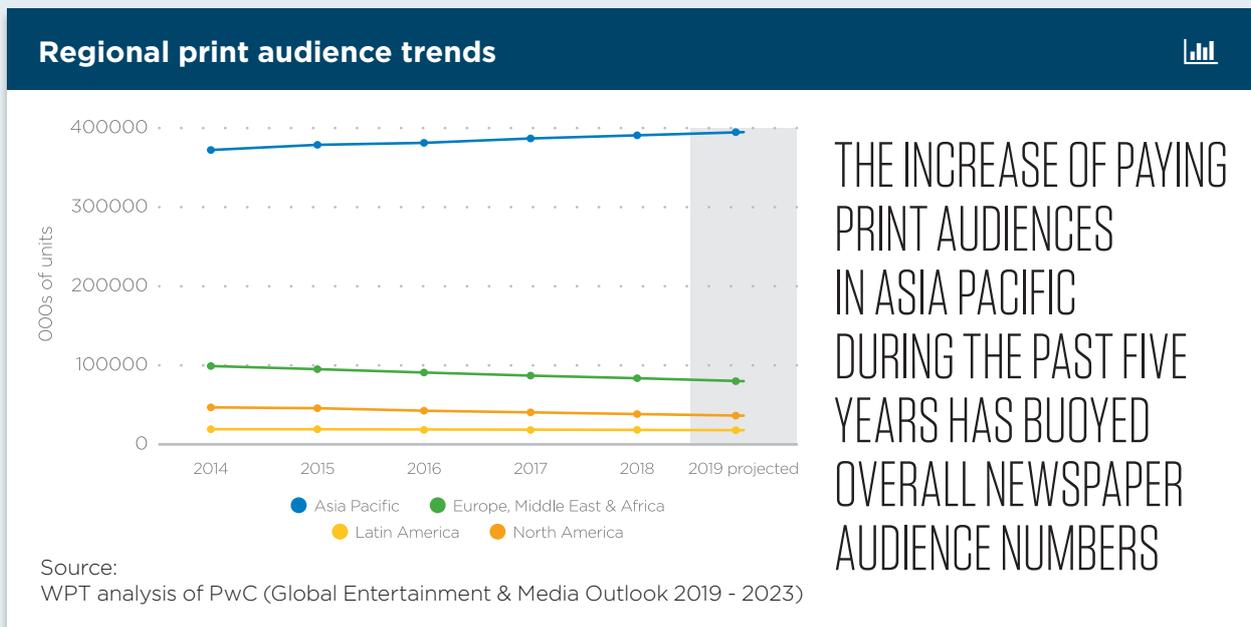


## Insights into print and digital

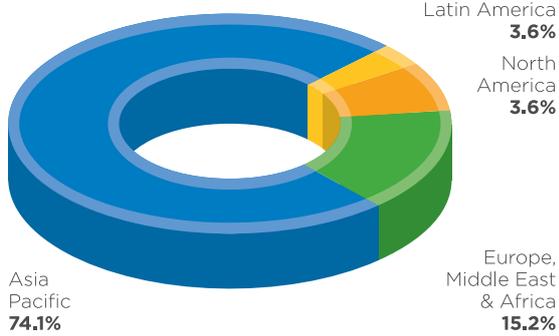
The revenue gap between print and digital is still prominent, as print still delivers the overwhelmingly largest share of income for the majority of news publishers. However, digital has been persistently fighting for its place and is projected to account for 14.5% of total revenues in 2019, while print gradually declines.



The increase of paying print audiences in Asia Pacific during the past five years has buoyed overall newspaper audience numbers, despite declines in other markets. These trends are forecast to level off in 2019 with slow downs in both growth in Asia Pacific and declines in Western Europe and the Americas.



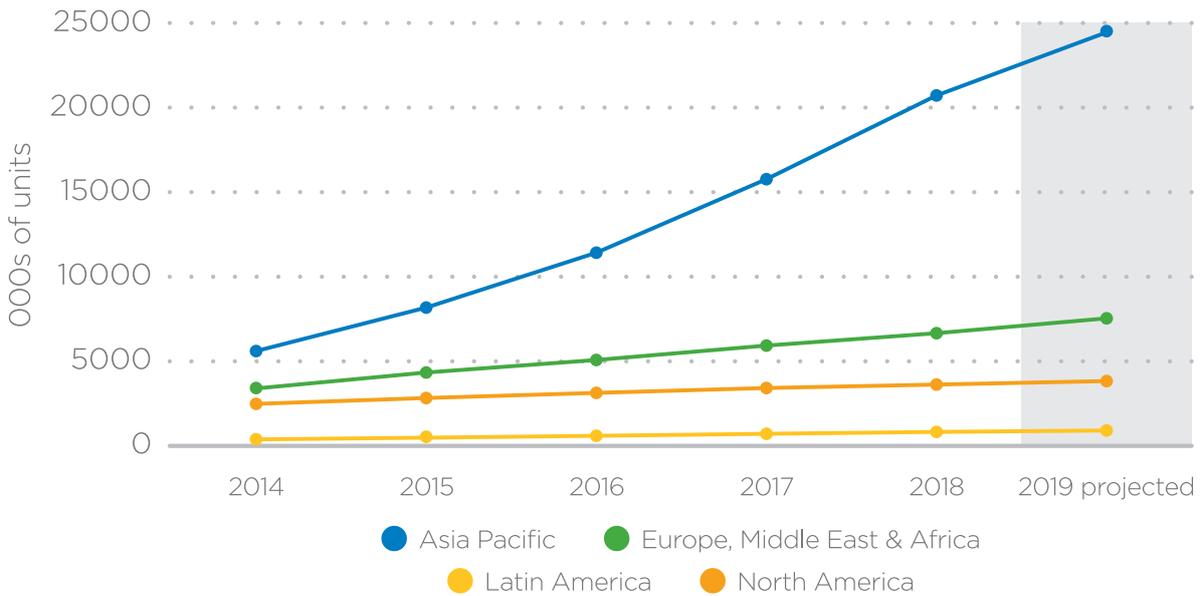
2019 Print audience (projected)



Source: WPT analysis of PwC (Global Entertainment & Media Outlook 2019 - 2023)

Paid digital news subscriptions are seeing a more steady growth compared to the booming increase for the past 5 years – possibly because of the massive efforts and established business during that time, therefore continued high rates of growth in those established markets is proving a challenge, especially combined with a bit of subscription fatigue. As the subscription economy grows worldwide, the squeeze comes on consumers to choose from the plethora of content and entertainment. That said, the growth rate in 2019 is expected to continue.

Regional digital audience trends

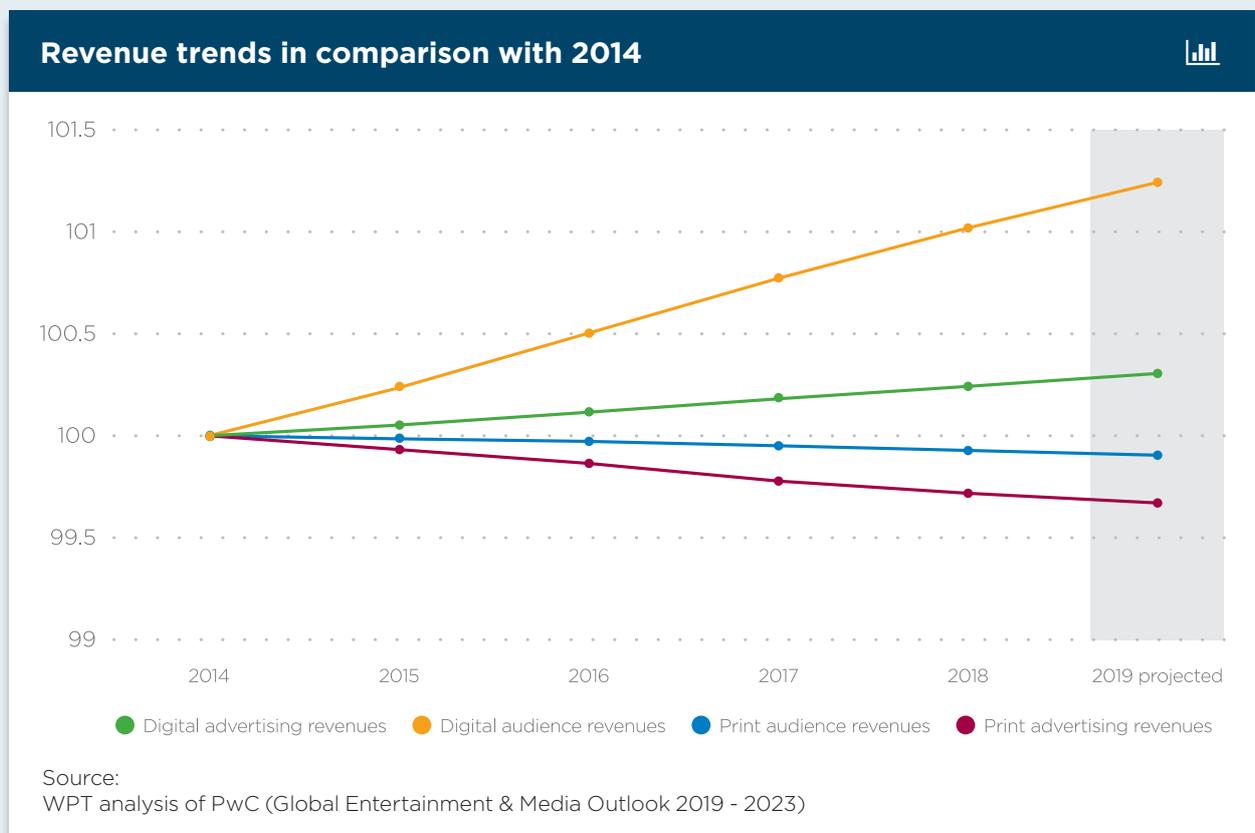


Source: WPT analysis of PwC (Global Entertainment & Media Outlook 2019 - 2023)

## WORLD PRESS TRENDS 2019

Asia is still leading the expansion. The scale of increases in this region is far more sizeable than other parts of the world with 31.3% more subscriptions counted from 2017 to 2018. None of the growing rates in the other regions exceeded 15% of the period. However, the Asia market is expected to cool down this year, with a forecasted growth rate in 2019 of just half of what it was the year before. The decrease is also predicted to show in other regions, apart from Europe, the Middle East & Africa where forecast growth is up slightly to 13% (from 12% in 2018).

Print and digital revenues will continue to diverge, with digital reader revenue rising 105% during the past 5 years with a further 11% forecast for 2019.

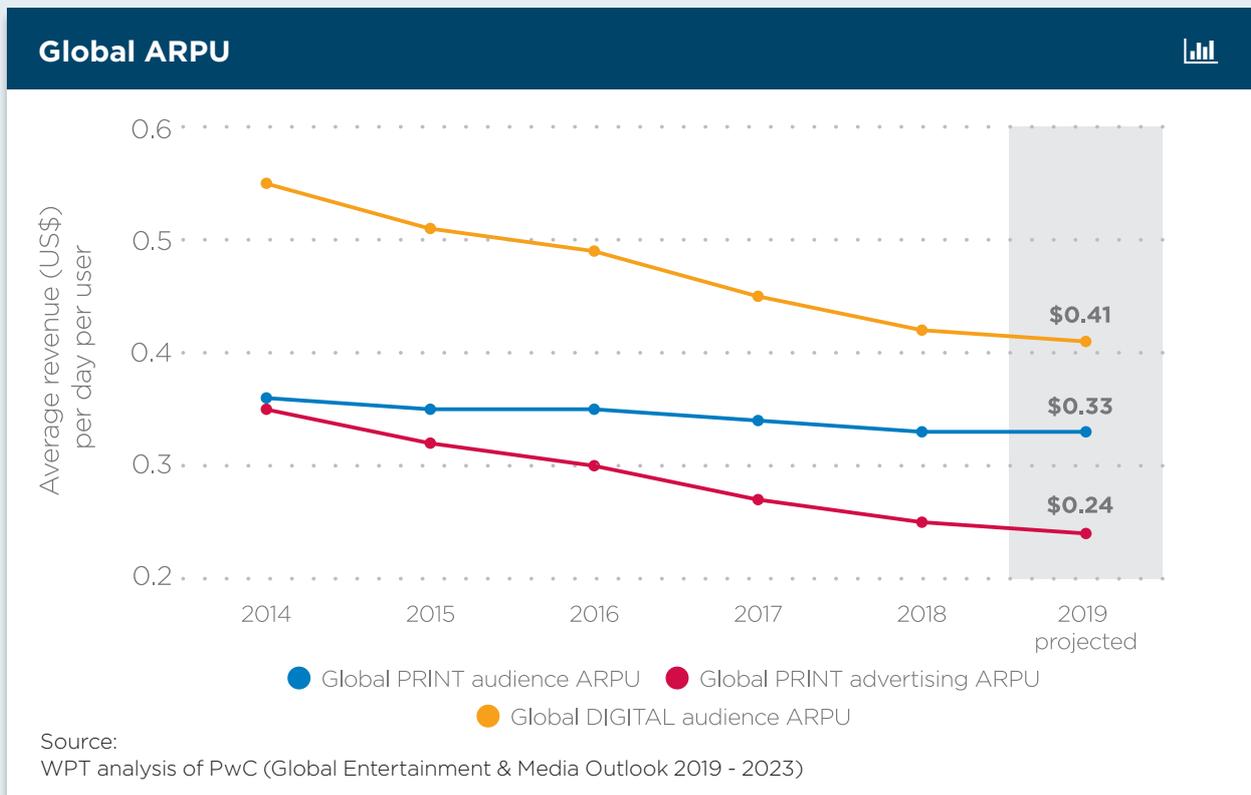


## PRICES EARNED: Why the average revenue per user matters

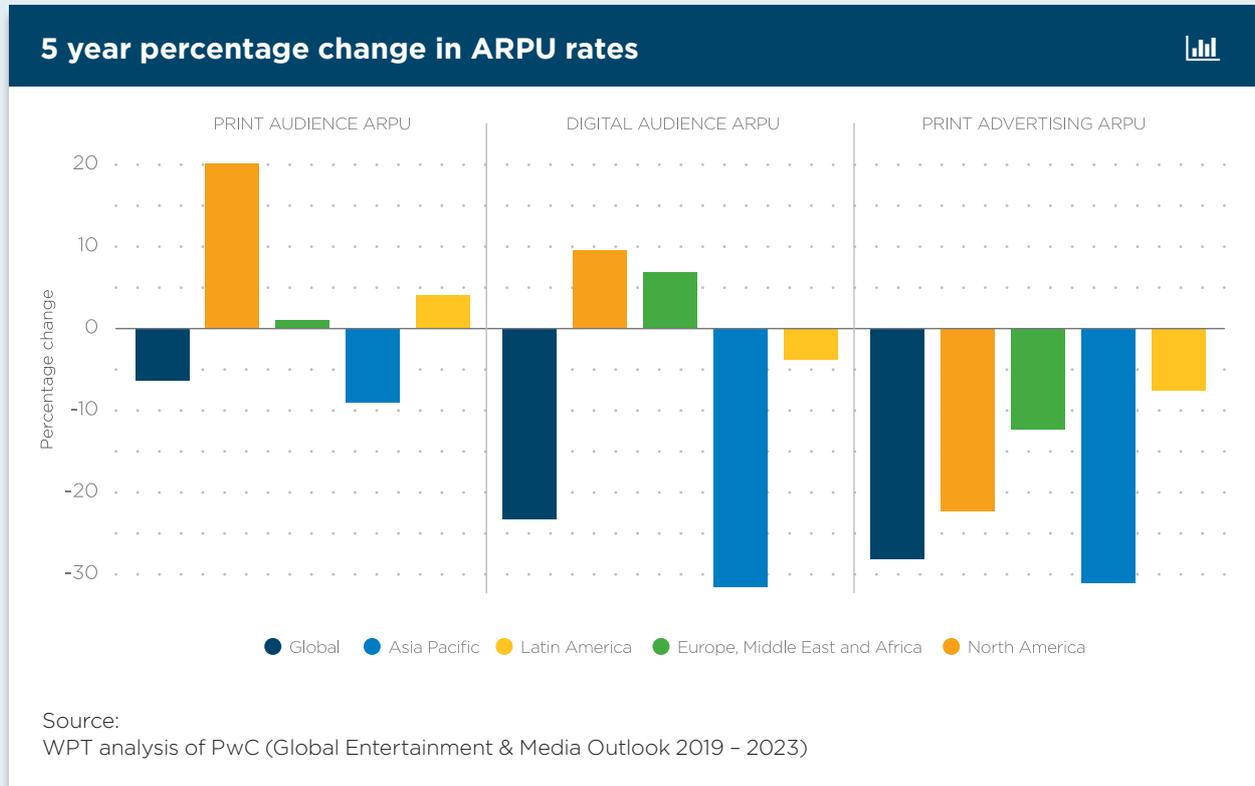
Pricing has always been important to publishers. But as reader revenue becomes increasingly critical to the news business model, it has perhaps never been more crucial to understand global trends in the prices earned from news products.

That is why this year’s World Press Trends offers the first global view of trends in the average revenue per user (ARPU) achieved from print circulation, digital circulation and digital advertising. ARPU rates are calculated from the total revenues earned and the average number of users in each category. As such, ARPU rates from circulation reflect the actual prices achieved from print and digital sales. These are typically lower than cover prices, which are often discounted to attract customers. The average advertising revenue earned from print products has been estimated, **but we are not able to offer the ARPU rates for digital advertising as no standard measure of the size of digital audiences to free news products worldwide is yet available.**

**OVERVIEW:** Globally, revenues earned per user have declined over the past five years as publishers seek to achieve audience and advertising targets by lowering prices. This has been most evident in the areas of print advertising (down 28% globally) and digital circulation (down 23%). The prices achieved from print circulation have been the most resistant (down 6%). However, these broad global trends mask significant regional differences.



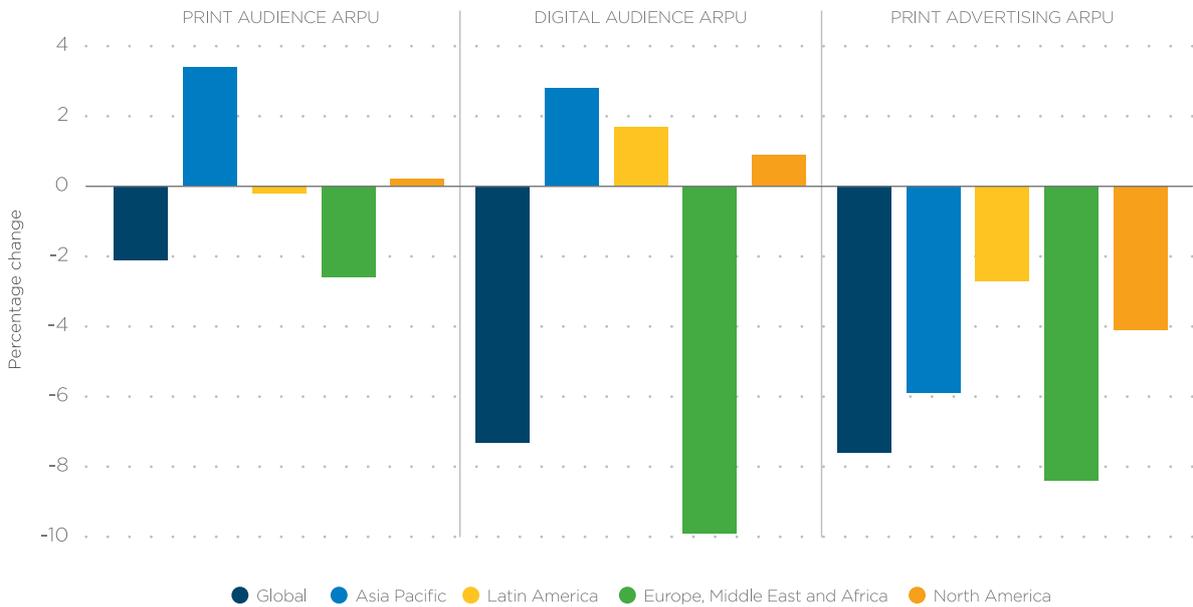
Prices achieved from print sales during the past five years to 2018 have actually increased in all regions, except for Asia (down 9%). The steepest increase in print newspaper prices have been in North America (up 22%), while in Latin America income per user is up 4%. Revenues from print users in the Europe, Middle East and Africa have grown marginally (1%).



Prices are forecast to stabilise this year as we expect less volatility in the average revenues earned from digital circulation and print advertising and little change in the rate of change in print circulation income.

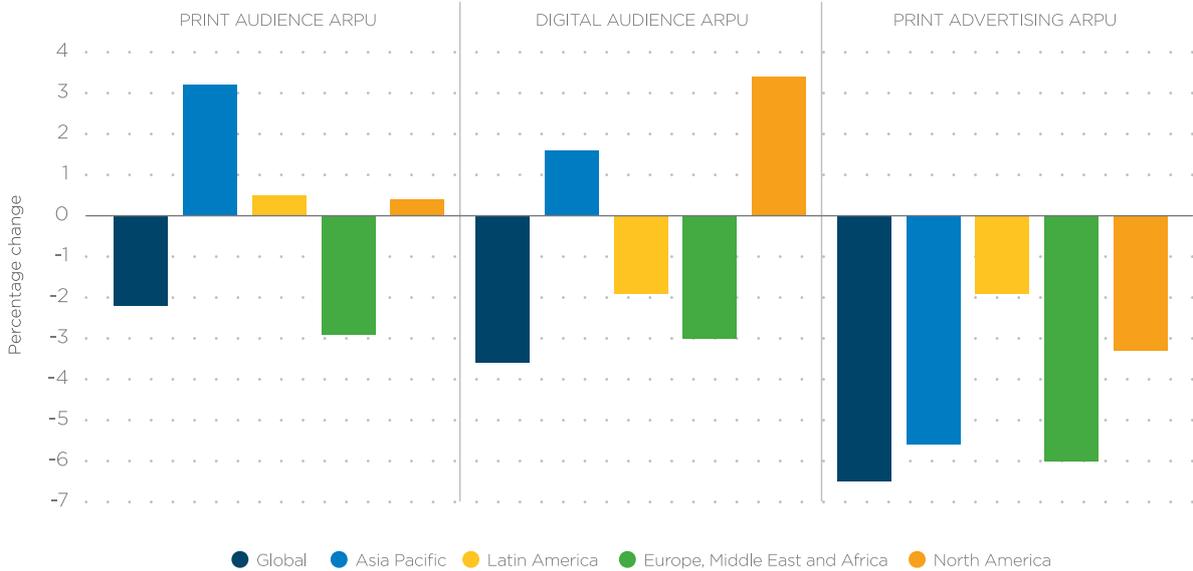
This should be particularly welcome news in Asia where the marked declined year-on-year to 2018 in average earning from print advertising (down almost 8%) and digital circulation (down 10%) is expected to stabilise this year. Average earnings from print audiences in the region will remain under pressure and is forecast to shrink by 2.9%, compared to 2.6% in 2018.

Year-on-year change to 2018 in ARPU rates

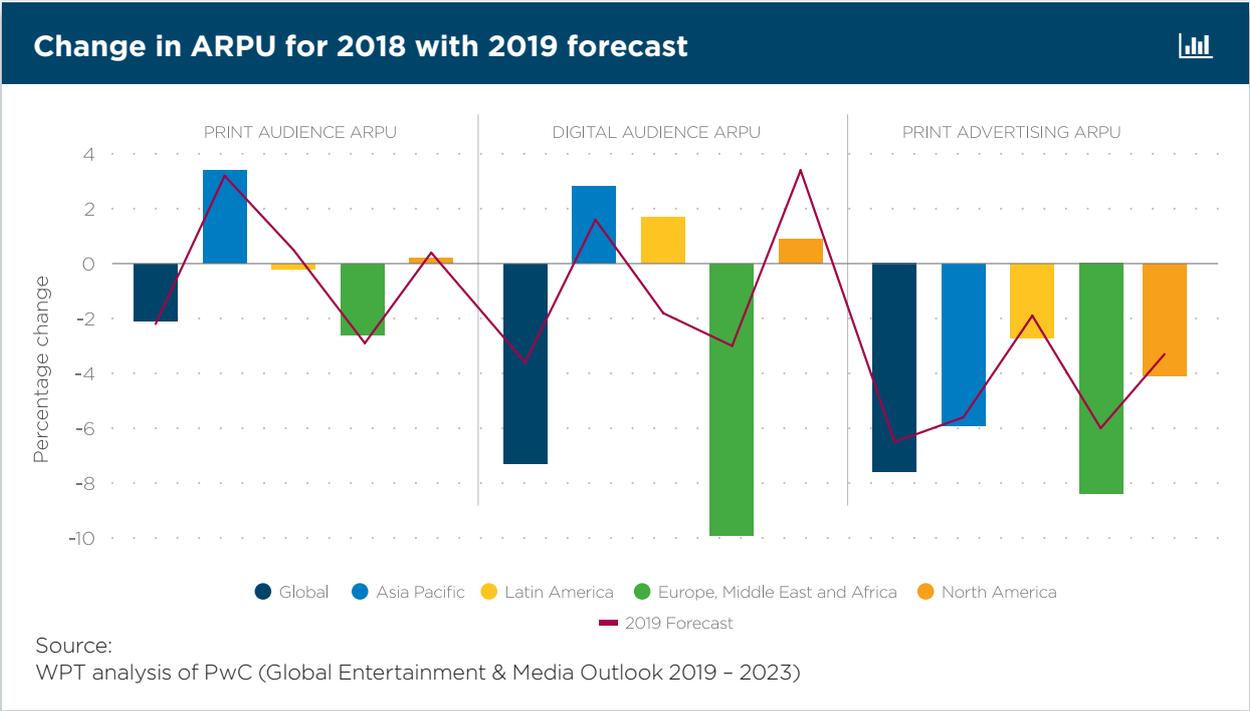


Source: WPT analysis of PwC (Global Entertainment & Media Outlook 2019 - 2023)

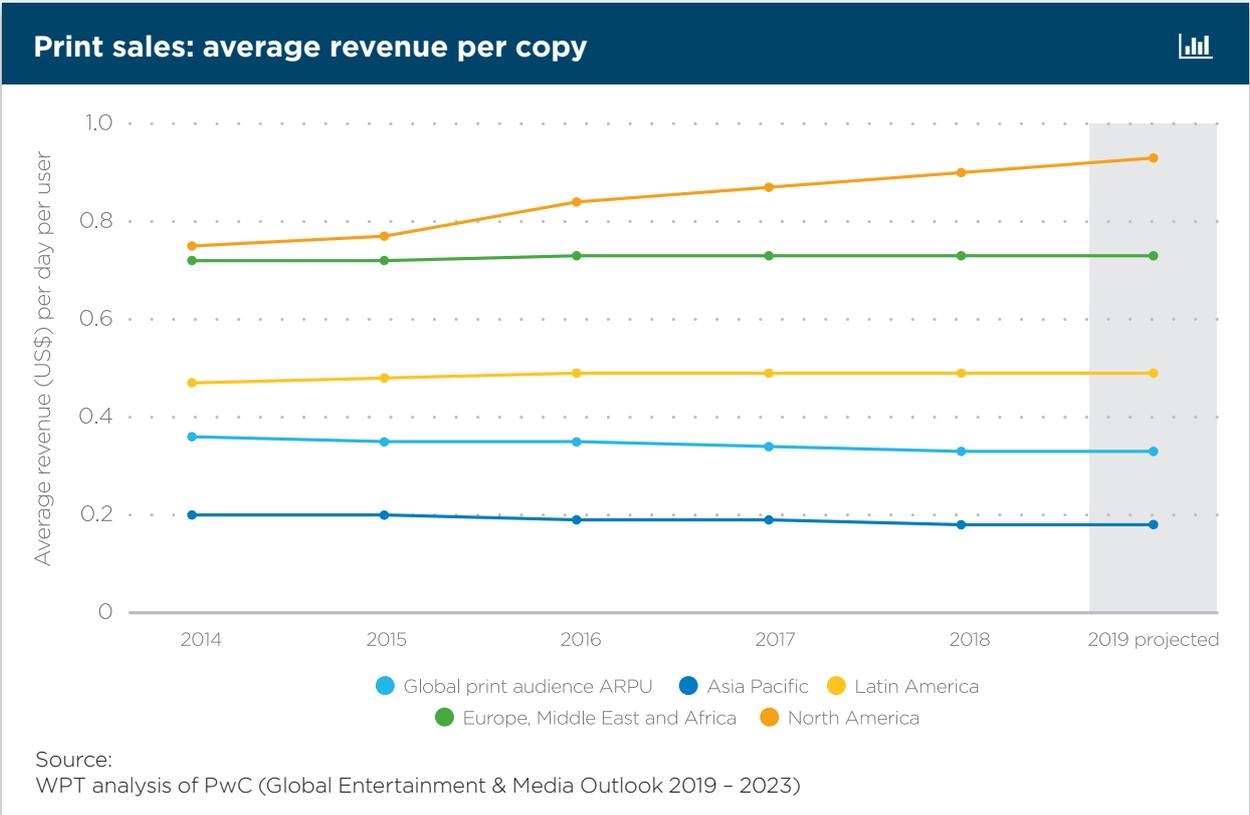
2019 forecasted changes in ARPU rates



Source: WPT analysis of PwC (Global Entertainment & Media Outlook 2019 - 2023)

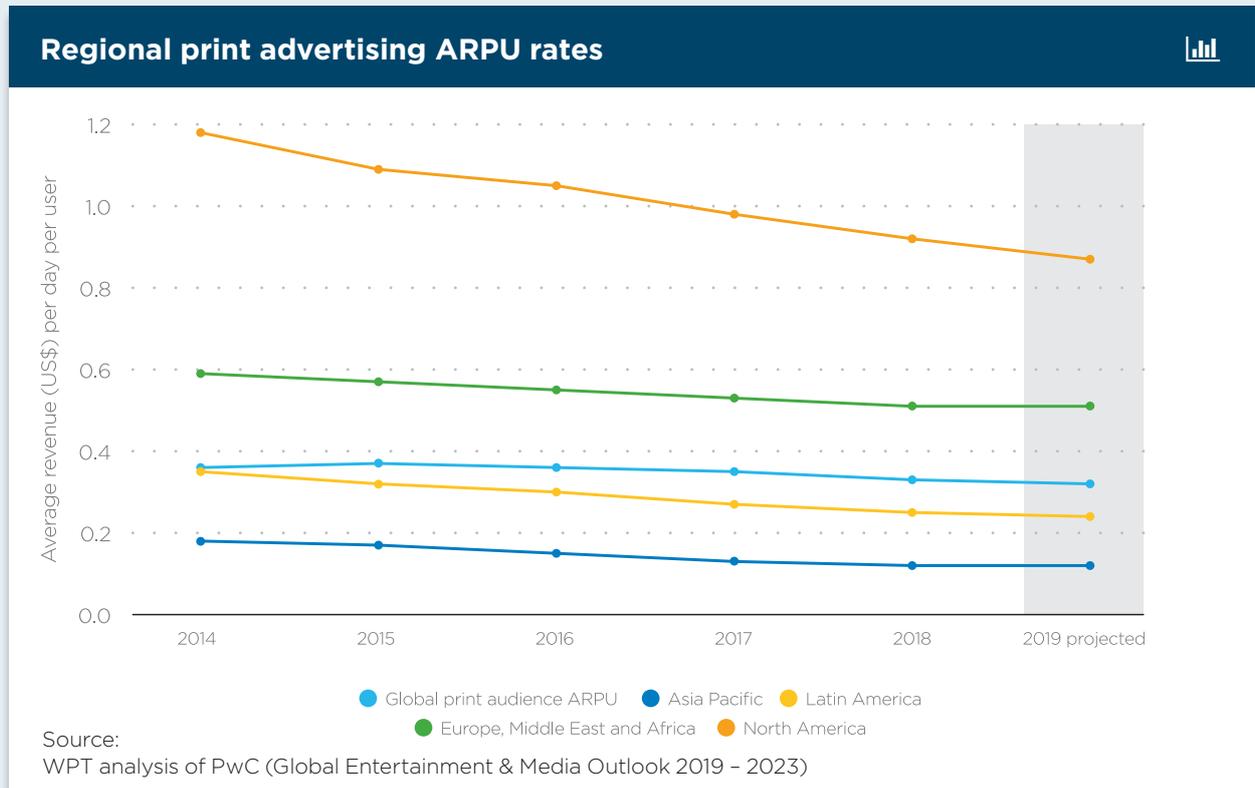
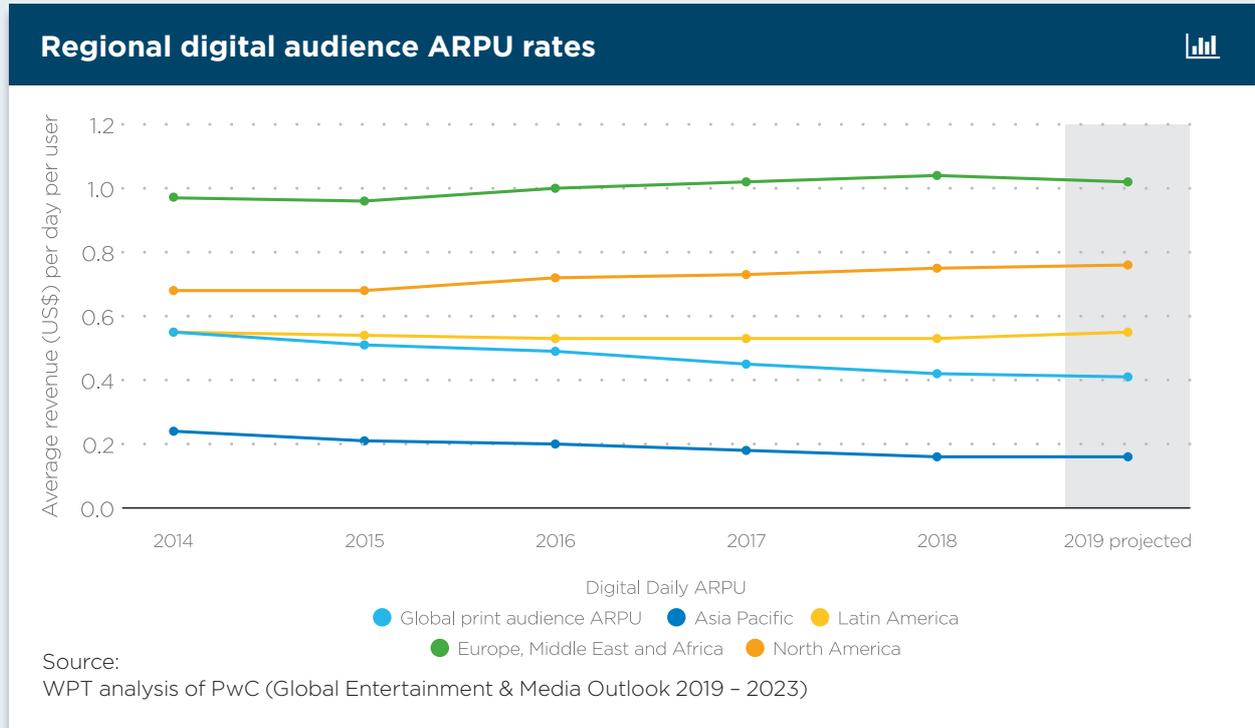


Overall, we expect average prices for print advertising to drop as newspapers’ share of global ad-spend continues to shrink. Meanwhile, we expect average earning from print circulation to remain strong as publishers seek to maximise revenues from newspapers sales to mitigate losses in advertising. On the other hand, average earnings from digital sales may continue to drop as publishers seek to build audience numbers with cut-price offers and more competition enters this market segment.



In terms of print advertising, the ARPU for all newspapers (free and paid) are forecast to decline further in 2019 with North America and Asia specific feeling it most acutely.

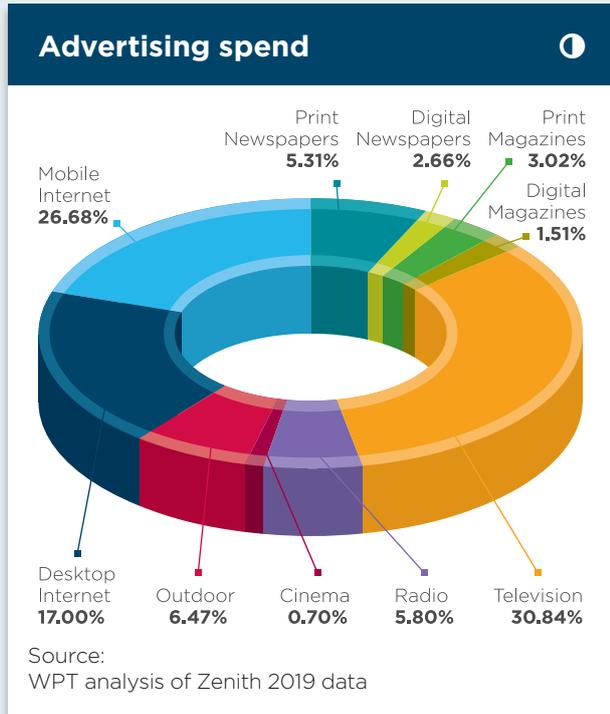
Digital circulation daily ARPU in general continues to decline, as subscription prices fall to attract more users, particularly in Asia Pacific.



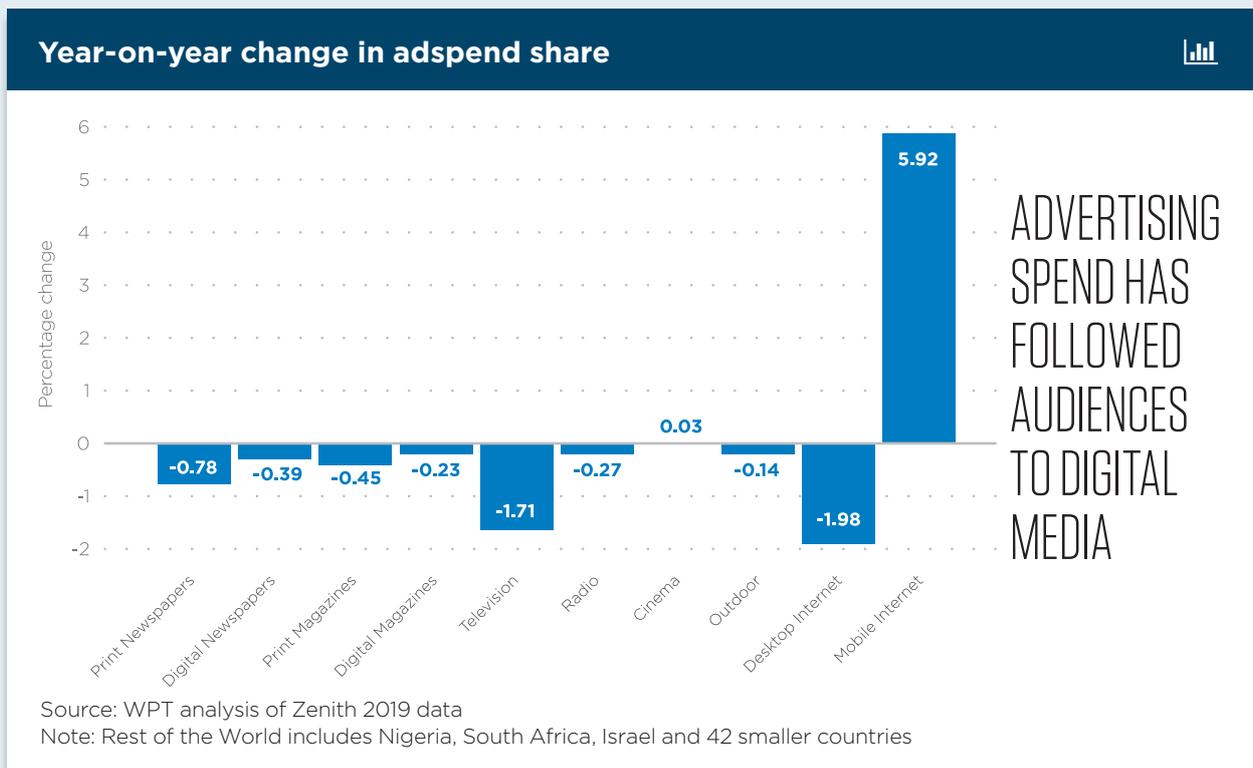
## Advertising trends

**OVERVIEW:** Publishers worldwide made nearly \$60 billion from advertising over the past year – that accounted for more than four and half out of the every ten dollars earned, according to our analysis of data from PwC and Zenith. The lion’s share – \$44bn – came from newspapers’ advertising. Though down 7% over the past year, income from print advertising is more than

three times the \$12.9 earned from digital, which climbed 5% during the past year. But these ratios are changing fast, largely because advertisers take their cue from audiences.



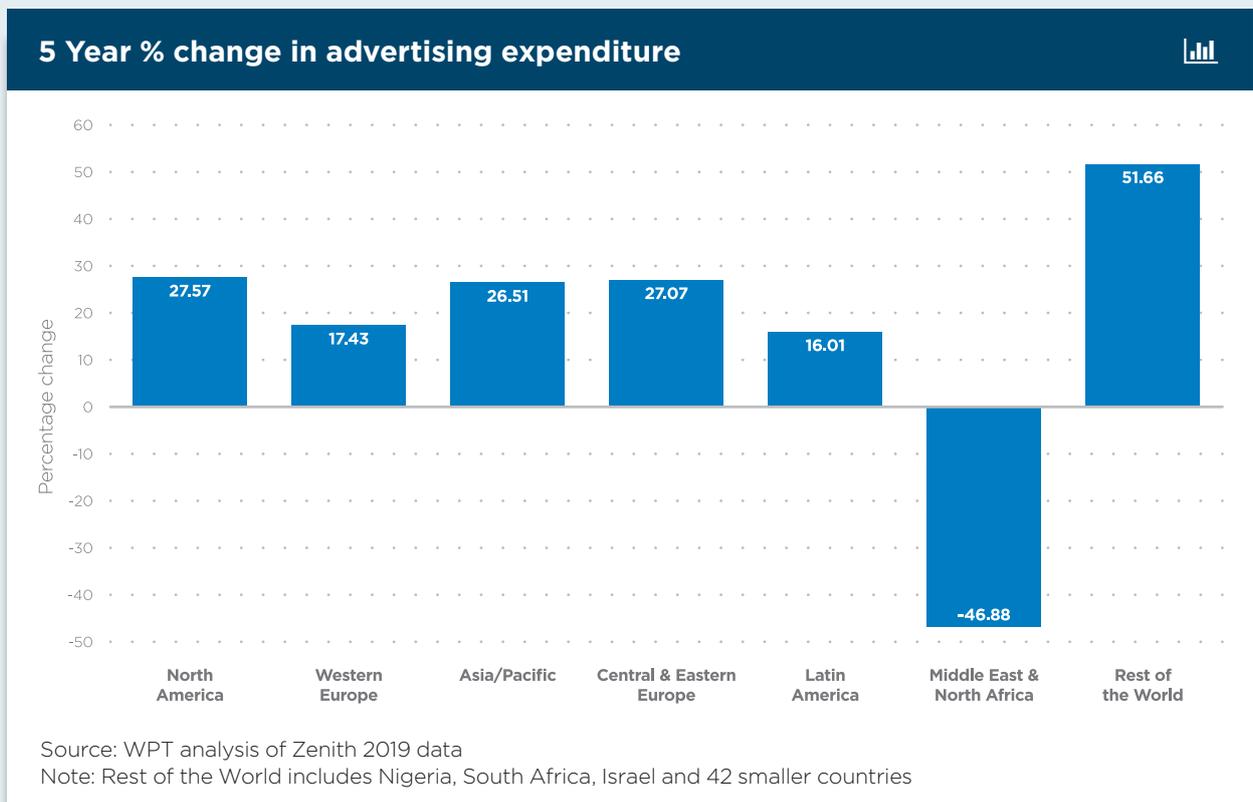
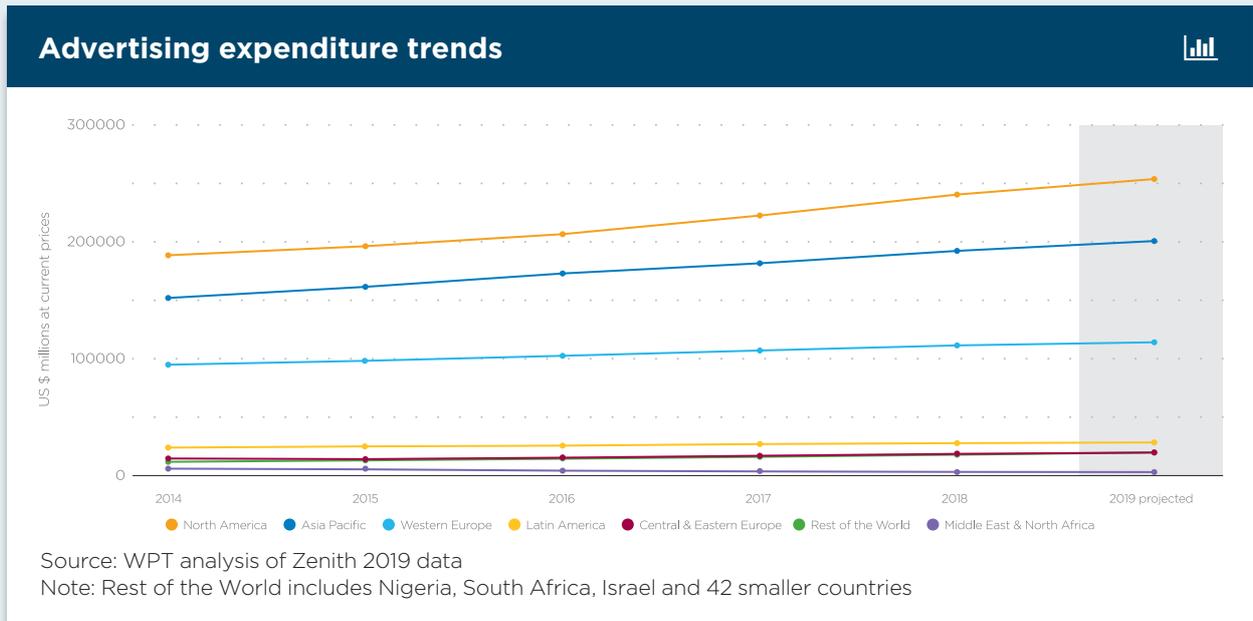
As such, advertising spend has followed the march of audiences to digital media, in general, and mobile internet, in particular. During the past year, mobile’s share of total global advertising has shot up to 27% in 2018 (from 16.2% in 2017), at the expense of print newspapers and magazines. Desktop internet’s share has declined marginally. This trend is expected to continue into 2019, according to our analysis of Zenith data.



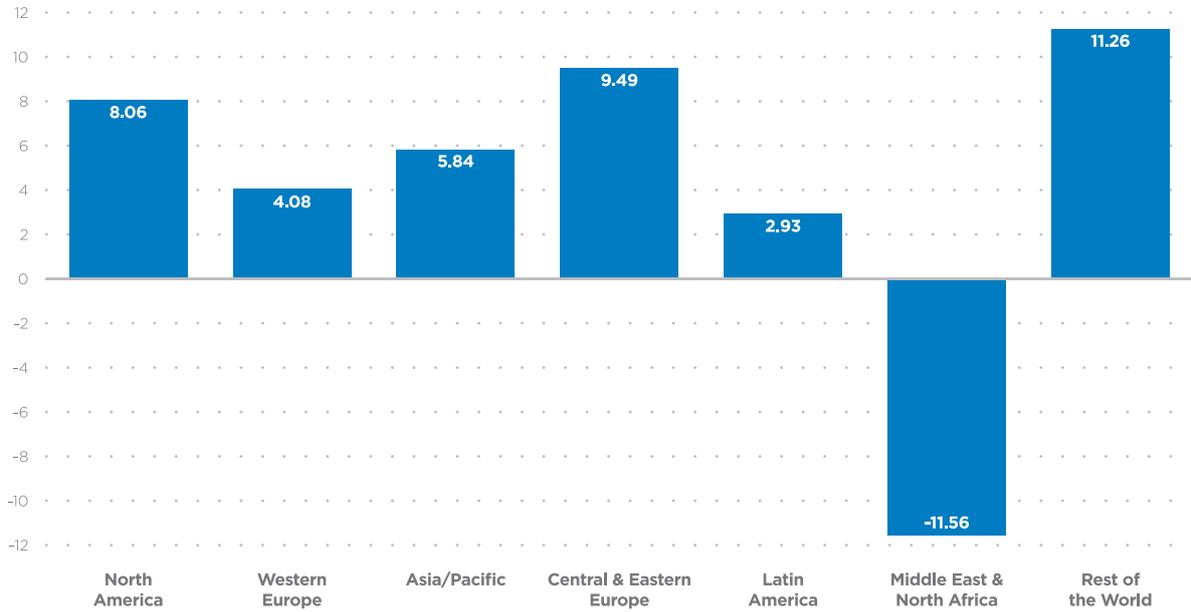
ADVERTISING SPEND HAS FOLLOWED AUDIENCES TO DIGITAL MEDIA

## Regional advertising trends:

Regional advertising spend trends have broadly followed the wider market with growth in every region since the global economic downturn, except for the embattled Middle East & North Africa which shrunk by 47% during the past 5 years. Strongest overall growth (up 52% since 2013) has been in Nigeria, South Africa, Israel and 42 smaller countries that comprise Zenith’s Rest of the World category, which is forecast to expand a further 11% this year.



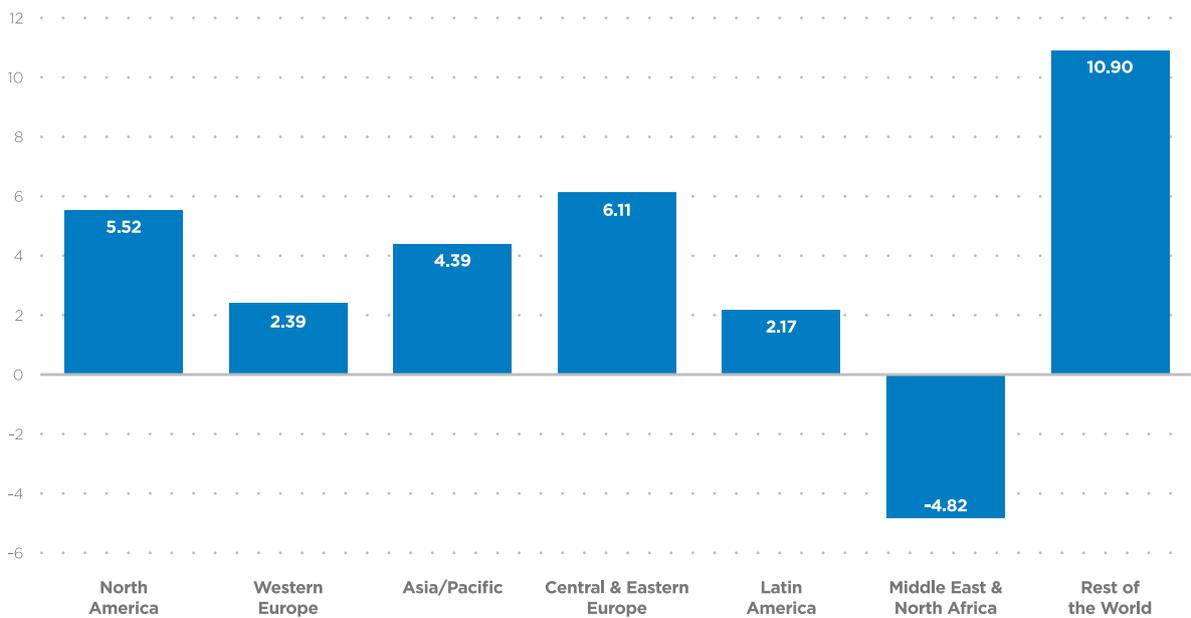
1 year percentage change in advertising expenditure



Source: WPT analysis of Zenith 2019 data

Note: Rest of the World includes Nigeria, South Africa, Israel and 42 smaller countries

1 year projected change in advertising expenditure



Source: WPT analysis of Zenith 2019 data

Note: Rest of the World includes Nigeria, South Africa, Israel and 42 smaller countries

**Top 10 countries by advertisers' major media expenditure**  
(US\$ millions at current prices)



2008			2018		
USA	171,778	1	USA	229,680	■
Japan	41,823	2	China	87,077	▲
China	27,562	3	Japan	43,183	▼
Germany	22,233	4	UK	27,501	▲
UK	17,144	5	Germany	24,917	▼
France	12,111	6	Brazil	13,468	▲
Italy	11,192	7	France	13,262	▼
Australia	9,075	8	South Korea	12,891	▲
South Korea	8,011	9	Australia	12,429	▼
Spain	8,004	10	Canada	10,781	▲

During the past 10 years the top media markets have remained similar – with the exception of Italy and Brazil. Italy and Spain have dropped off the Top 10 chart to be replaced by Canada and Brazil, which has jumped 6 places from 12th place.

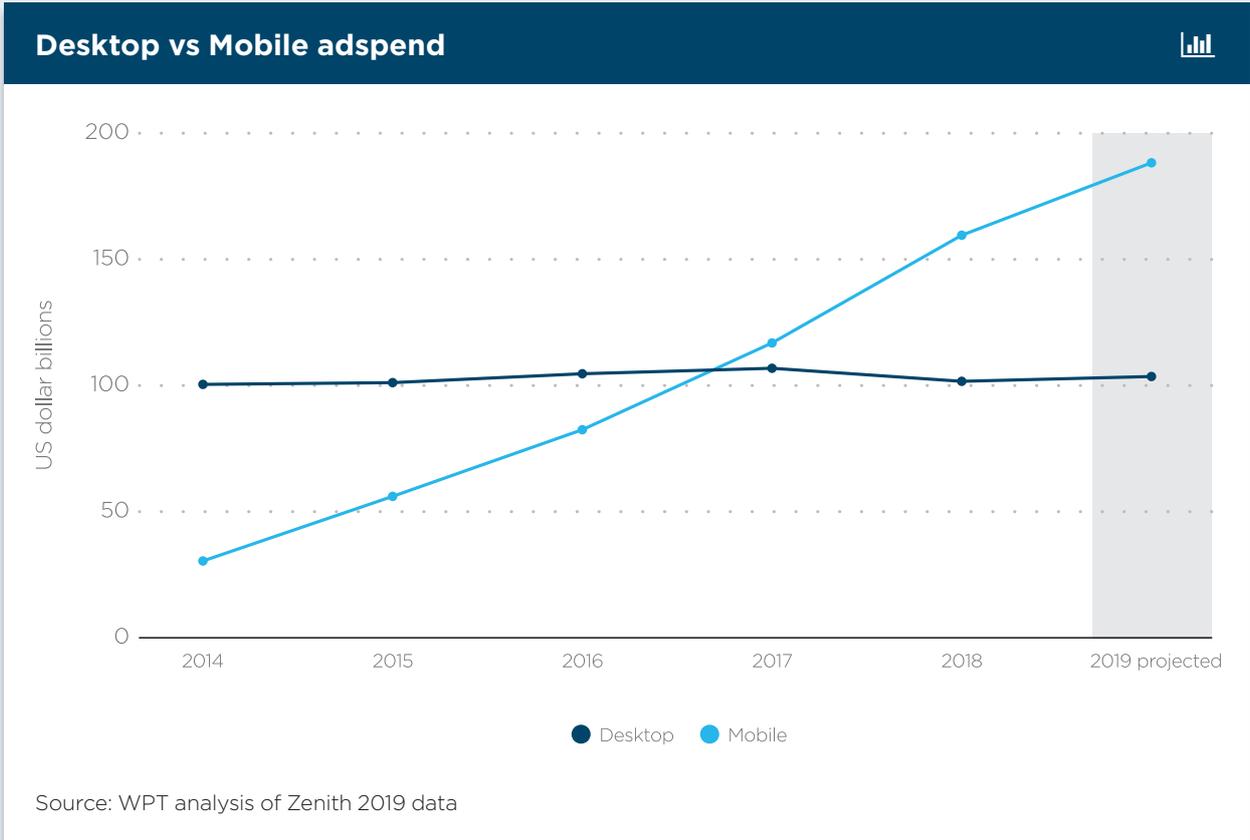
Source: WPT analysis of Zenith 2019 data

**Top & bottom 10 performers in PRINT & DIGITAL ADVERTISING**  
by % of change over the past year

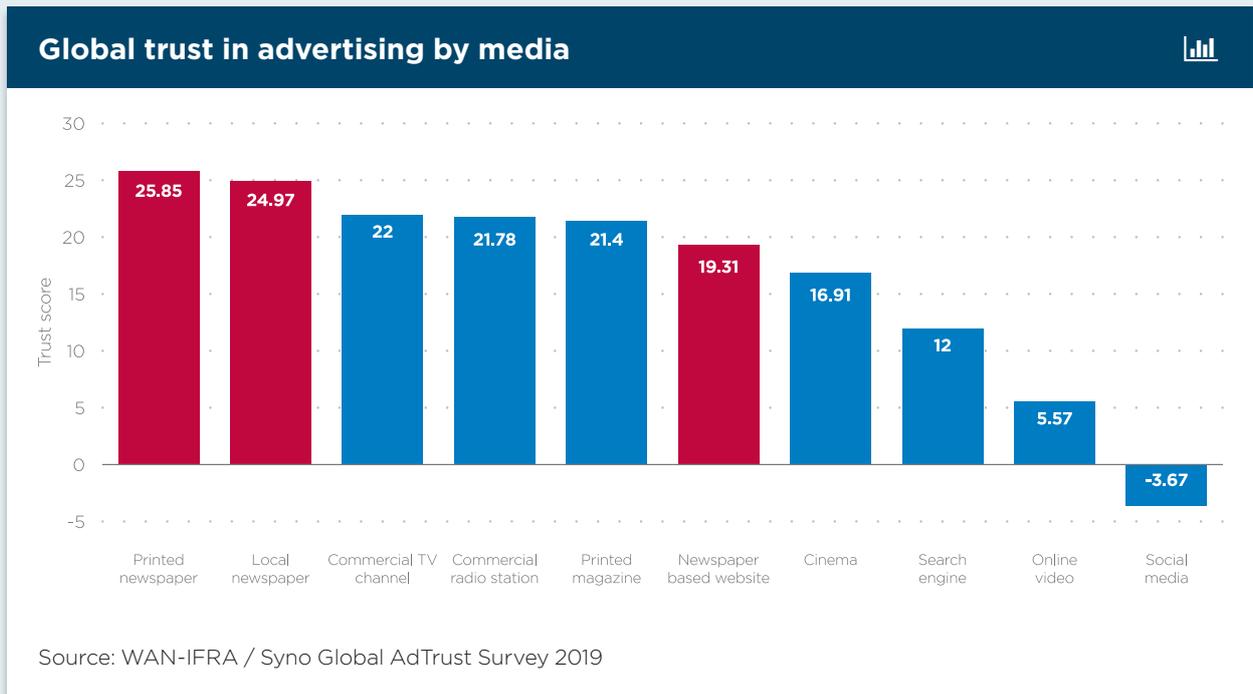


PRINT		DIGITAL		PRINT		DIGITAL			
India	5.4%	1	Indonesia	22.0%	Netherlands	-10.8%	1	Ireland	4.00%
Romania	3.7%	2	Vietnam	20.0%	Philippines	-10.9%	2	Philippines	3.9%
Pakistan	1.0%	3	Colombia	19.0%	US	-11.1%	3	Denmark	3.3%
Czech Republic	0.5%	4	Kenya	17.0%	Sweden	-11.2%	4	New Zealand	3.2%
South Korea	0.2%	5	Egypt	15.0%	UAE	-11.3%	5	Norway	3.2%
Kenya	-0.3%	6	Pakistan	15.0%	Norway	-11.4%	6	Greece	2.9%
Turkey	-0.5%	7	Saudi Arabia	14.0%	Argentina	-11.6%	7	Italy	2.8%
Egypt	-1.9%	8	India	14.0%	Russia	-12.0%	8	US	2.8%
Hong Kong	-2.3%	9	UAE	14.0%	Australia	-16.1%	9	UK	2.2%
Colombia	-2.7%	10	Malaysia	13.0%	China	-24.2%	10	Russia	2.1%

Source: WPT analysis of Zenith 2019 data



Desktop and mobile ad spend continue to diverge as global growth in digital advertising increases. Brands are following audiences to mobile (up 5.9% YoY), drawing budgets from newspapers and print magazines. Cinema, radio, outdoors and television advertising is also increasing.



### Trust in advertising

This past spring WAN-IFRA and Syno International, a global market research and data specialist, conducted a global survey of 40,000 adults in 40 countries to gauge consumer trust in advertising. Among the key questions was “To what extent do you agree or disagree that information conveyed in advertising / content in <X media> is trustworthy?” And the two most popular answers (globally) were “Printed Newspaper” and “Local Newspaper,” followed by commercial TV and radio channels. The least trusted advertising channel was social media.

Getting that message out to advertisers and ad buyers continues to be a key priority for news publishers and industry associations, including WAN-IFRA. And as a result of this survey, WAN-IFRA, in association with Syno, has created a **Global Ad Trust Index whereby publishers can benchmark their own titles against its local, regional or national market.**

**For more information on this, email WAN-IFRA Director of Insights Dean Roper (dean.roper@wan-ifra.org).**

“A BRAND WITHOUT TRUST IS A PRODUCT,  
AND ADVERTISING WITHOUT TRUST IS JUST  
NOISE. TRUST IS THE KEY THING WE NEED TO  
ENGAGE WITH,”

– KEITH WOOD, UNILEVER’S CHIEF  
MARKETING & COMMUNICATIONS OFFICER<sup>9</sup>

For more on the 2019 Global AdTrust survey by WAN-IFRA and Syno International, see: [https://www.wan-ifra.org/sites/default/files/field\\_article\\_file/Adtrust%20Survey%20Congress%202019.pdf](https://www.wan-ifra.org/sites/default/files/field_article_file/Adtrust%20Survey%20Congress%202019.pdf)

<sup>9</sup> As reported by Syno International:  
<https://www.synoint.com/portfolio/global-ad-trust-survey/>

# NEWSROOMS:

## Trends in newspaper operations & working conditions of journalists

### KEY TRENDS 3: NEWSROOMS

**SUMMARY:** Newsrooms are under more pressure than ever, internally and externally. There is the relentless drive to innovate and adapt to the varied demands of technology as well our audiences, as we strive to remain socially relevant and financially sustainable in the face of (quite often) dwindling resources. Both internally and externally, our research found that while diversity is crucial to independent reporting and reflecting respective audiences, the will to actively move in this direction still lags. Only 31% of news media associations in our recent survey (n=34) said they had a specific, funded programme to increase newsroom diversity. Perhaps the most worrying issue is the safety of journalists – both online and in person – as threats from a variety of malevolent forces mount.

**IMPLICATIONS FOR PUBLISHERS:** Independence needs to be jealously guarded and the talent – editorial, technical, commercial and managerial that is essential to our success – needs to be nurtured. There is a greater need for specific, funded programmes to foster greater diversity and inclusion in the newsroom – and amongst news audiences.

**RISKS:** The relentless pace and increased demands drive away the top talent we need to stay ahead of the competition. Lack of diversity influences creativity, productivity, reputation, impact – and the financial bottom line.

**OVERVIEW:** News has always been produced under pressure. And newsrooms have rou-

tinely had to balance both the internal pressures of professionalism, productivity and profitability, with the external pressures from audiences, advertisers, content sources, activists, authorities and owners.

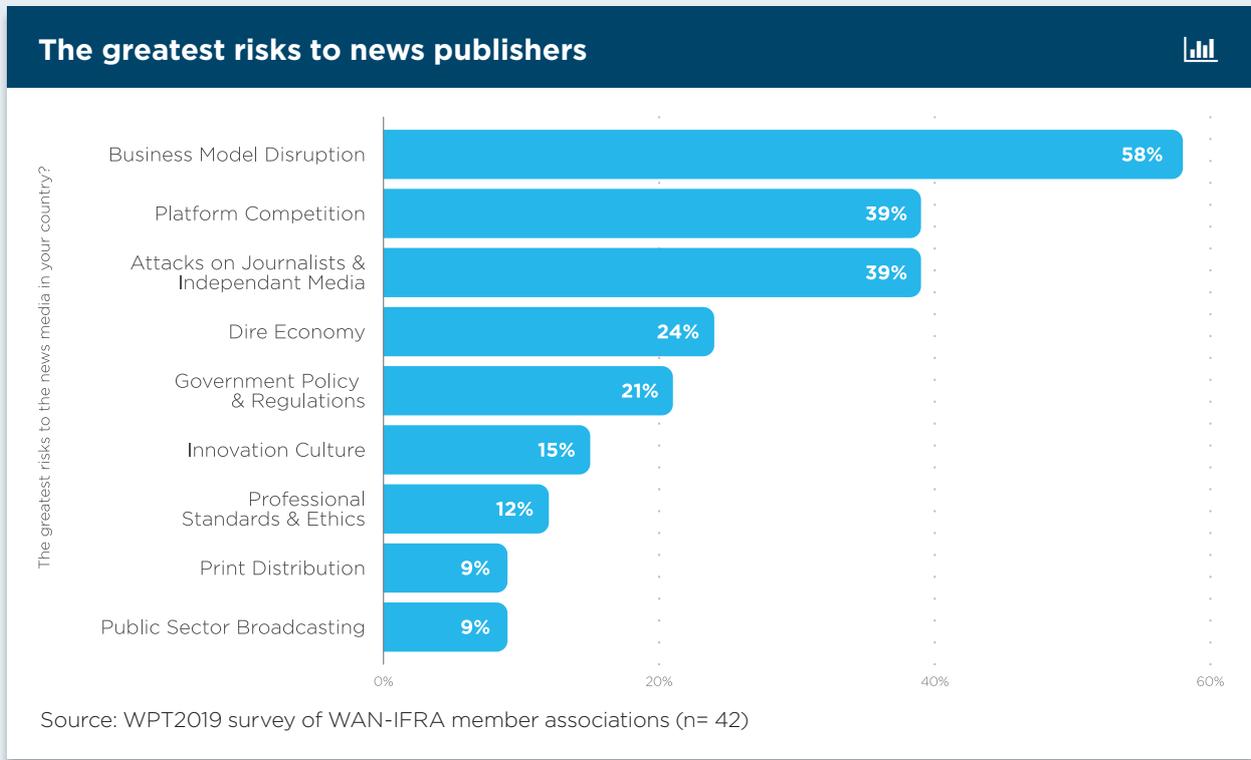
Today's news workers face those issues and more – 24/7 news cycles, constant and continuous technological change, instant and incessant performance measurement, direct and personal feedback via social media, concerted attacks to undermine the trust in news through malicious claims and misinformation campaigns. The work is relentless and often precarious as technology and economics doggedly drive efficiencies.

This year's survey of WAN-IFRA member associations from different continents and different market contexts shows that after a period of great internal upheaval, some stability is returning to the sector in terms of the numbers and variety of news publishers and news workers. By contrast, the external pressures on independent, fact-based news producers continue unabated.

According to our 2019 survey, the greatest concerns were not just about making journalism pay, but about making journalism that matters and about the well-being of the journalists.

- **NATIONAL NEWS PRODUCERS'** numbers across print and digital had remained relatively stable, or had increased for the vast majority (85%) of the 34 countries who reported. The exceptions were Sri Lanka and Brazil, which experienced a slight decrease, and Egypt and Uganda, which had both seen significant decreases.
- The number of overall **LOCAL AND REGIONAL NEWS PRODUCERS** across print, digital and broadcasting channels increased or remained relatively stable for most respondents (91%), except Serbia, the US and Brazil who saw numbers decrease slightly, and for Burkina Faso and Canada, which saw significant decreases.
- The number of overall **NEWS PUBLISHING COMPANIES** increased or remained relatively stable for most respondent countries (91%), except Sri Lanka and Brazil, which saw slight decreases, and for Canada, which saw a significant decrease.
- One fifth (20%) of our respondents felt that in their respective countries the overall **STAFF NUMBERS** (editorial, commercial, IT, management, admin) across print and digital had remained relatively stable over the past year. **Half, including the Netherlands and Spain, reported significant employment increases.** Only a quarter (25%), including Ecuador, Brazil, Finland, Burkina Faso and Canada, reported significant decreases.

**RISKS: Commercial challenges clearly a top concern**



When asked what they considered to be the greatest risks to the news industry in their country, most respondents from WAN-IFRA members associations replied that they were concerned about commercial challenges in a number of forms – from turmoil in national economies and general digital disruption of the print business model, to specific competition from technology platforms for advertisers and from public service broadcasters for digital news audiences.

- ARGENTINA: The economic situation
- GHANA: An ancient business model, commercial pressures and the political-economic landscape, including predatory regulation, repressive regime actions, and owners who are in the business of journalism but not in the journalism business.
- THE NETHERLANDS: The role of global platforms, advertising income, lower subscription revenues, digital products
- FRANCE: GAFA [Google, Apple, Facebook, Amazon] platforms + costs of printing & distribution
- SINGAPORE: To compete with the free-riders and to convince readers to pay for news content by a news publisher.
- MALAYSIA: The quality of editorial and journalistic integrity.
- AUSTRALIA: The biggest challenge is the lack of a level playing field for local media companies v platforms.

- That may not be surprising to those familiar with our industry, but this may be: **nearly two out of every three news industry associations in our survey are concerned about the personal safety of journalists.** Hostility towards journalists comes from an array of sources – speeches by disgruntled politicians, spam by devious online trolls, shots fired by militants and more:
- CROATIA: There has been an increase in lawsuits against media outlets and even individual journalists in recent period. A so-called “shaming” clause which allows individuals to sue media for defamation and harm of reputation even if the published reports are not false. There are more than 1,000 trials currently going against media.
- FINLAND: Hate speech and threatening of journalists

The most pressing internal challenges for news organisations are the capacity to innovate and to uphold journalistic standards, which are ranked 6th and 7th amongst the concerns of respondents to our survey. The top 5 challenges are all external factors.

The UK member spoke for many others: “Declines in ad spend in printed newspapers have led news publishers to build their digital operations and seek to monetise their content in the digital environment. However, this has proved to be extremely challenging due to the dominance of the tech giants, which drive user engagement and sell advertising around news media content yet contribute next to nothing back into the industry. The hostile climate which journalists across the globe face just for doing their jobs is also a cause for serious concern. So far this year, 10 journalists have been killed and 174 are languishing in prison. The Foreign Office’s campaign to promote media freedom across the globe is a timely and welcome initiative to help promote the benefits of journalism to society.”

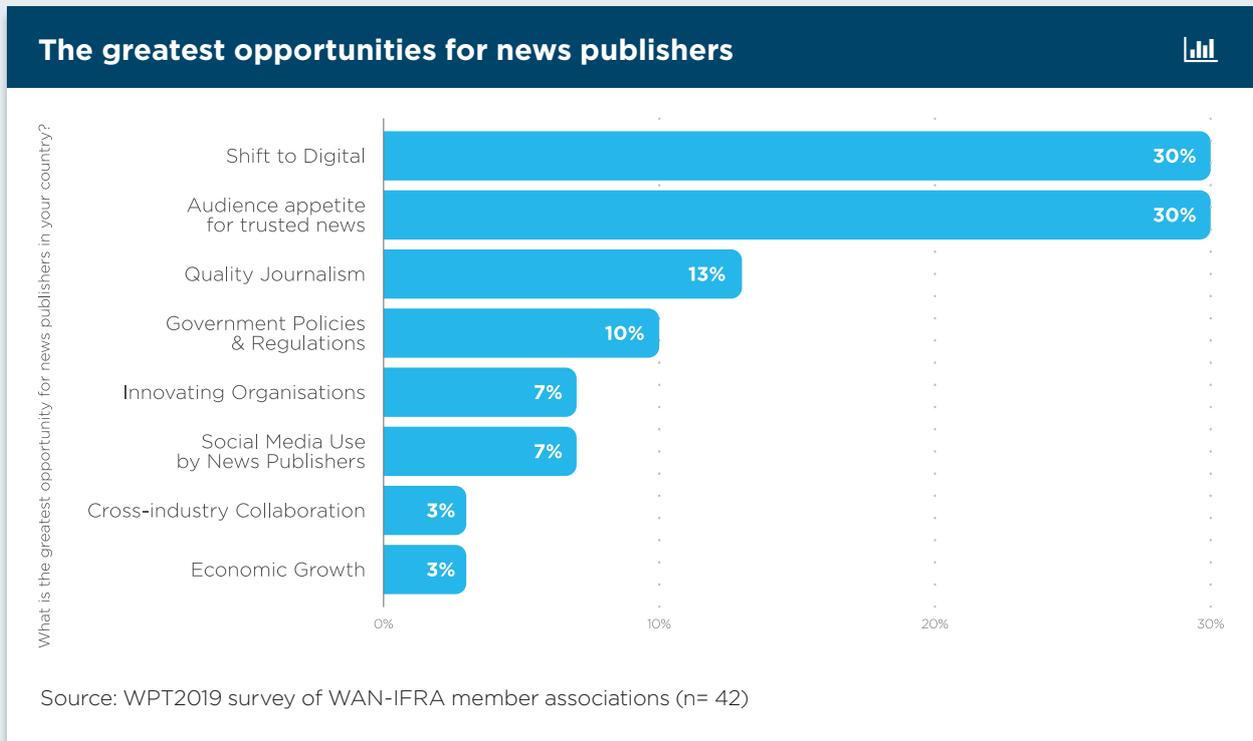
## Financing

The majority (76%) of the respondents to the WPT 2019 survey felt that media organisations in their country have access to capital from stock markets, lending institutions or other reliable lending sources. The exceptions are Ghana, Burkina Faso, Brazil, Ecuador and Uganda.

State and non-state subsidies were reported as being transparent for all except Ghana, Uganda, the Czech Republic, Zimbabwe, Egypt and Nigeria, and only Nigeria, Uganda, Spain and Burkina Faso thought that state and non-state subsidies limited editorial independence.

In countries where media organisations have access to capital from stock markets, lending institutions or other reliable lending sources, diversity also tended to be a stated value or priority area.

**OPPORTUNITIES: The two-sided coins of digital and trust**



Digital technologies have not only spawned our industry’s greatest risk but are also the fount of its greatest opportunities. Respondents to our 2019 survey of WAN-IFRA member associations cited the growth of digital audiences, with specific mention of social media audiences, as the most important potential opportunity. The member for Zimbabwe summarised the thoughts of many: “While the country’s economy is not in good shape, the appetite for credible news has never been higher. This presents many opportunities on a number of fronts – particularly online.”

For others the opportunities were unique to their country’s situation. For instance:

- **INDIA:** “The country being the fastest growing economy in the world, abundant opportunities lie before media in India. With data being cheap and accessible to the huge population here, opportunities as well as challenges for content sharing is myriad. The election results that are around the corner will also play a major role in the future course of media functioning in the country.”
- **SRI LANKA:** “There are a few areas of interest. Big data analytics for advertising purposes, content and native advertising along with quality video content with the advent of 5G.”

- SOUTH AFRICA: “We need to find new financial models. We need to invest in investigative journalism. Sanef is running a media credibility and ethics inquiry and hopefully important recommendations will come out of that.”
- MALAYSIA: “Accurate and fair reporting without any bias, now that the new government encourages freedom of speech. Editors must also be able to tone down reporting of racism that is promoted by certain members of the government and opposition parties.”
- NEW ZEALAND: “Ownership of newspapers returning to private ownership, paywalls gaining acceptance, digital start-ups finding sustainable revenue models.”
- CANADA: “In the 2018 budget, the Canadian federal government introduced several financial measures designed to support journalism and the news media industry. First, the federal government will be providing \$50 million over five years starting in 2018-2019 to one or more independent non-governmental organisations to support local journalism in under-served communities. The organisations will have full responsibility to administer the funds, respecting the independence of the press. There is no indication of who that organisation or organisations will be. The second item is that the federal government will, over the next year, be exploring new models that will enable private giving and philanthropic support for trusted, professional, non-profit journalism and local news.”
- POLAND: “Directive on Copyright in the Digital Single Market; – there is hope of stabilisation on distribution market, with the support of state-owned companies.”

## DIVERSITY IN THE NEWS, AND IN THE NEWSROOM

Diversity across our industry is found to be strongly related to the country’s income – the higher the income group as denoted by the World Bank, the greater the diversity of the media as reported by WAN-IFRA member associations.

The positive correlation with income group applies to both the diversity of the news made and the news makers

## DIVERSITY IN THE NEWS

- The higher the income group, the more likely it is that news media outputs reflect the diversity of the population of the country, in terms of both culture and language ( $r = .52, p < .001$ ).<sup>10</sup>
- Europe and Asia are the places where it is more likely that media outputs reflect the diversity of the population (Mean responses = 8 and 8.5 out of 10 respectively), while Africa and North America respondents were the least likely to believe it ( $M = 5.8$  and 6 out of 10 respectively).

<sup>10</sup> Correlation throughout this report is expressed as Pearson’s  $r$ , the strength of association between two variables. Notable cut-off criteria are  $r = .1$  (weak correlation),  $r = .3$  (medium correlation) and  $r > .5$  (strong correlation). Significance ( $p$  values) relate to the probability that any one result could have been achieved by chance.

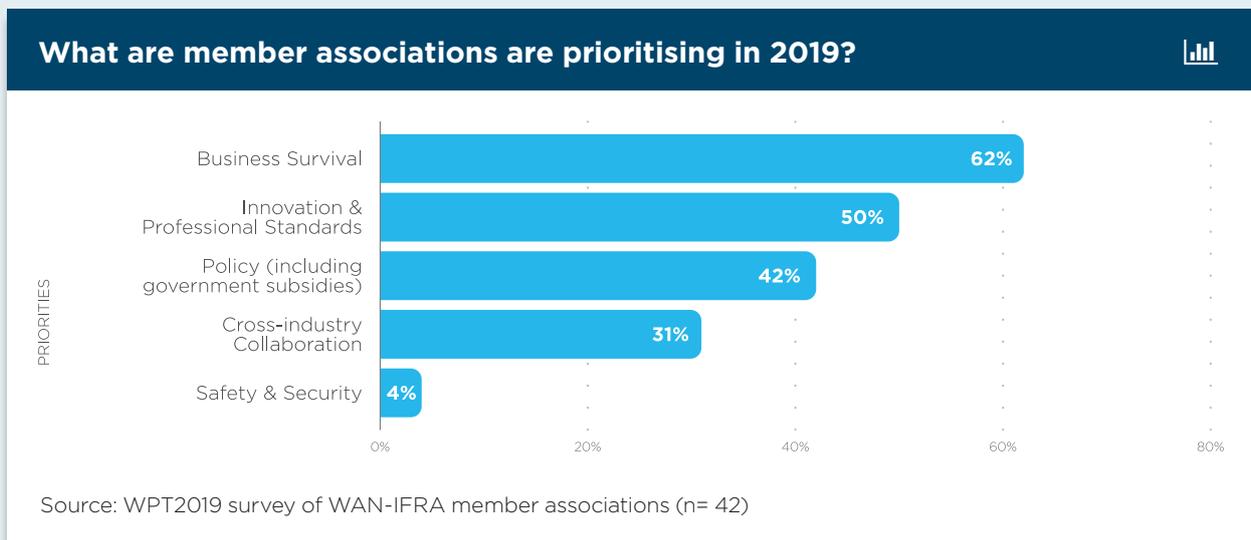
## DIVERSITY IN THE NEWSROOM

- The higher the income group, the more likely it is that media find and hire staff, including women and individuals from marginalised groups, with adequate knowledge and skills in the different areas (journalism, management, marketing, technology, sales etc.) ( $r = .58, p < .001$ ). News associations in Asia and Europe were the most likely to respond positively ( $M = 8.3$  and  $8.1$  out of 10 respectively), while Africa and North America were again least likely ( $r = .58, p < .001$ ) ( $M = 4.8$  and  $6.4$  out of 10 respectively).

## PROMOTING DIVERSITY

- Diversity was also most likely to be a stated value or priority for industry associations in Europe and Asia ( $M = 9.2$  and  $8.5$  respectively) and least likely in South America ( $M = 5.2$ ).
- Women and marginalised groups are still battling through the disadvantages in career progression. Of the countries that responded to our survey, only 31% reported having a specific funded programme to help ensure women and individuals from marginalised groups participate proportionately in vocational, academic and industry training. South America was the place where women and members of minority groups faced the FEWEST barriers to career progression ( $M = 1.9$ ) whilst in Africa such groups faced the most ( $M = 6$ ).

## LOOKING AHEAD: WHAT ARE THE PRIORITIES OF MEMBER ASSOCIATIONS FOR THE COMING YEAR?



Looking ahead, by far the greatest priority for member associations is echoed by those of the industry they serve: economic survival.

Other priorities included the enhancing organisational innovation and raising professional standards. Strengthening cross-industry collaboration is also a top priority, say member associations, which recognise that the news publishers need to stand together to face up to many of the challenges the industry faces. Although many members were concerned about the safety and security of journalists, only one respondent mentioned that this was a top priority for the association in their country.

- **CANADA:** A key priority for News Media Canada includes following up with the federal government on financial assistance initiatives to ensure that the needs of the news media industry are addressed in the execution of government programs.
- **CHINA:** Media technology and product structure are constantly deepening and adjusting, and media integration has become a strategic goal of the national government. Traditional media integration with new media technology, talent and management is required to ensure the sustainable development of traditional news publishers in the internet era.
- **NEW ZEALAND:** Newspaper industry winning new public funding to recruit public news reporters, similar to UK local democracy reporter partnership with BBC.
- **CZECH REPUBLIC:** Implementation of the European Directive on Copyright.
- **POLAND:** Directive on Copyright in the Digital Single Market; there is hope of stabilisation on distribution market, with the support of state-owned companies
- **PORTUGAL:** The priorities are innovation and digital development
- **BURKINA FASO:** The first priority is to find a new economic model adapted to the new context dominated par digital medias and social network. The second is related to the management of the media industry. It's imperative to build new capacities of managers and journalists to meet the requirements of the new national and international context.

For an international overview across the six continents of the domestic developments in the field of taxation of multinational companies operating in the online environment, see WAN-IFRA's *Public Affairs Media Policy Briefing: Digital taxation of tech giants around the world*, at <https://www.wan-ifra.org/reports/2019/02/18/public-affairs-media-policy-briefing-digital-taxation-of-tech-giants-around-the-w>

# PRESS FREEDOM:

## A free press contributes to the wealth of nations and the well-being of societies

### KEY TRENDS 4: PRESS FREEDOM

**SUMMARY:** There is robust statistical evidence that shows direct and strong relationships between a free and independent press and factors that indicate the strength of democracies (e.g., electoral integrity and rule of law), the health of societies (e.g., inclusiveness, gender equality, educational achievement), as well as both the wealth of nations (e.g. Direct Foreign Investment, trade across borders, GDP) – and the fortunes of its people (e.g. poverty levels, social equality).

**IMPLICATIONS FOR PUBLISHERS:** There is an important leadership role for a free and independent press that seeks to report truth, bring the facts to light and champion inclusive and fair communities.

**RISKS:** There is a clear danger to the health and wealth of societies from those who suppress or censor, or fuel intolerance.

**OVERVIEW:** When World Press Trends was first published three decades ago, liberal democracy was on the march and press freedom was on the rise. The Berlin Wall was down, the Cold War between Russia and the USA was ending, the apartheid regime in South Africa was teetering and even though the Chinese government had brutally put down a demo-

cratic movement, it was possible to imagine that an increasingly educated and prosperous middle class would eventually (and successfully) demand democratic reforms.

The world is very different today, notes William Galston<sup>11</sup>, a former foreign policy advisor to US President Bill Clinton and now at the Brookings Institution, a public policy think-tank in Washington, DC. Not only does liberal democracy face multiple external challenges from a variety of autocratic regimes but also significant internal challenges from populists who seek to drive a wedge between democracy and liberalism. “Liberal norms and policies, they claim, weaken democracy and harm people,” Galston notes. “Thus, liberal institutions that prevent people from acting democratically in their own interest should be set aside.”

In 2019 the control of the press is, once again, a key battleground in every corner of the globe, from the Americas to Asia Pacific. The struggle takes many forms and is fought on many fronts. Some tactics are covert, such as smear campaigns and trolling bent at undermining the credibility of journalists and critical news organisations. Others are overt, such as restrictive laws, ownership by government puppets, intimidation and, increasingly, violence. How this worldwide battle for press freedom turns out is important, if uncertain.

So it is that in 2019 we quantify for the first time the role a free press plays not only for the health of liberal democracies but also for the wealth of nations and the well-being of societies. Press Freedom in this study draws on the definition of Freedom House, which takes it to comprise a variety of factors, including: freedom of speech; effective press laws; freedom of information legislation; and editorial autonomy.

Democracy has been described by the United Nations as “a universal value based on the freely expressed will of people to determine their political, economic, social and cultural systems and their full participation in all aspects of their lives.” The health of a democracy is measured by a variety of indicators including access to information, freedom of association and of peaceful assembly, and electoral integrity.

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11 Galston, W. A. (2018). The Populist Challenge to Liberal Democracy. *Journal of Democracy*, (2), 5-19.

The statistical evidence we present here relies on more than 200,000 data points drawn from across a range of widely respected sources – including the World Bank, United Nations, OECD<sup>12</sup> and more. Whilst correlations don't necessarily imply causal relationships and the links between all these variables are complex, our multivariate analysis shows there is no doubt that the robustness of a free, independent news media industry is strongly linked to the wealth of nations and the health of its people – and that matters to everyone, inside and outside of the news media industry.

[The study findings are summarised in the graphics and detailed in Appendix A, which also includes a complete definition for each indicator and source of each indicator.]

### THE IMPACT OF PRESS FREEDOM ON DEMOCRACY



SOURCES: \*Freedom House 2017. Press Freedom includes freedom of speech; effective press laws; freedom of information; editorial autonomy; Civil liberties (r = .96; p < .001)  
 \*\*World Bank 2018 ..Political stability (r = .69; p < .001); Control of corruption (r = .65; p < .001); Voice & Accountability (r = .69; p < .001); Strength of governance (r = .25, p < .05); Rule of law (r = .75; p < .001)  
 \*\*\*Harvard University: Political Integrity Index 2018 (r = .79; p < .001)  
 \*\*\*\*Idea.int: Voter turnout (r = -.37, p < .01)

There are statistically significant links between press freedom and range of civil liberty indicators. Our analysis shows there is also hard evidence to back up former British Foreign Secretary Jeremy Hunt’s recent claim that, “the strongest safeguard against the dark side of power is accountability and scrutiny – and few institutions fulfil that role more effectively than a free media.<sup>13</sup>” A robust, independent press challenges both petty and grand forms of corruption, as well as “capture” of the state by elites and private interests.

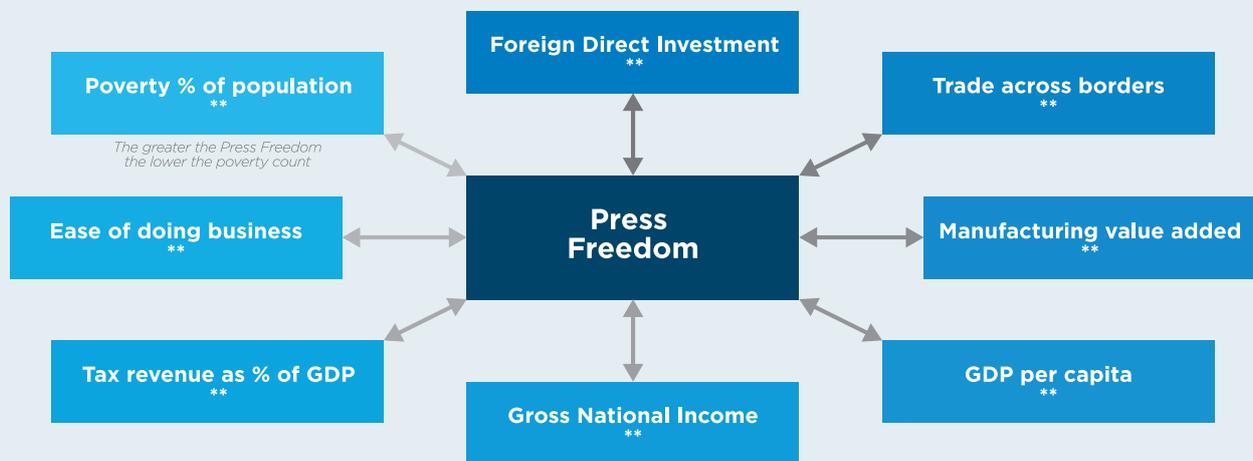
12 Sources include the World Bank, World Justice Project, Freedom House, the Organisation for Economic and Co-Operative Development (OECD), the United Nations Development Programme and Harvard University Political Integrity Index.  
 13 Hunt, Jeremy, (2019) Speech at the opening of the Defend Media Conference, London, 10 July 2019: <https://www.gov.uk/government/speeches/media-freedom-and-journalists-under-threat-foreign-secretarys-speech>

The light that an independent, free press shines is also directly linked to an issue of concern to governments as diverse as those in Belfast and Beijing: politically-motivated violence.

The likelihood that the government won't be destabilized or overthrown by unconstitutional or violent means – including politically-motivated violence and terrorism – also increases with the levels of press freedom ( $r = .69$ ;  $p < .001$ ).

## THE IMPACT OF PRESS FREEDOM ON THE ECONOMY

The freer the press, the higher the...



SOURCES: \*Freedom House 2017. Press Freedom includes freedom of speech; effective press laws; freedom of information; editorial autonomy

\*\*World Bank 2018 .. GDP ( $r = .48$ ,  $p < .001$ ); Foreign Direct Investment: ( $r = .58$ ,  $p < .001$ ); Gross National Income: ( $r = .47$ ,  $p < .001$ ); Ease of doing business: ( $r = .40$ ,  $p < .001$ ); Tax revenue as % of GDP: ( $r = .44$ ,  $p < .001$ ); Manufacturing value added: ( $r = .50$ ,  $p < .001$ ); Trade across borders: ( $r = .54$ ,  $p < .001$ ); Poverty % of population: ( $r = -.21$ ,  $p < .001$ )

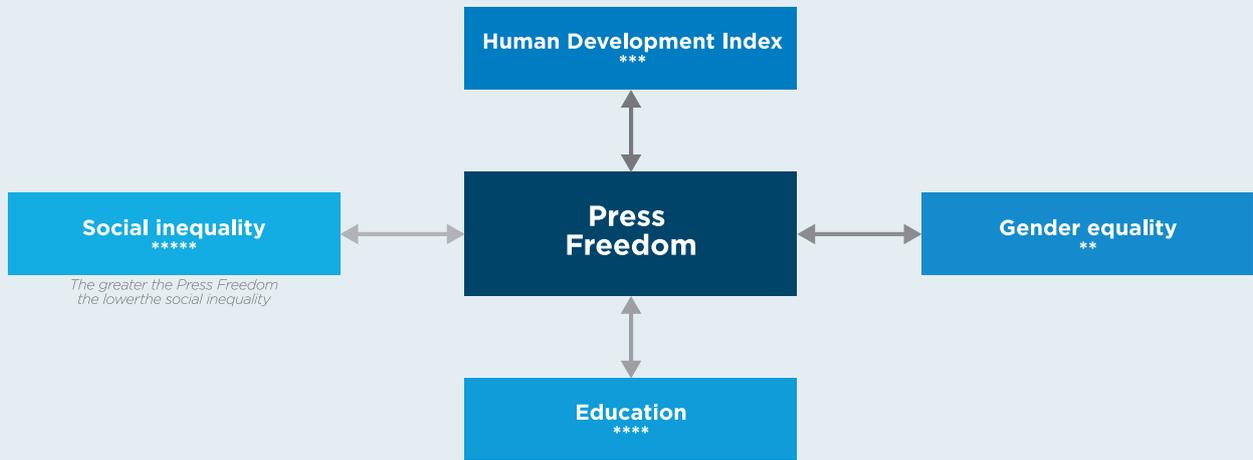
A free press does more than just oil the wheels of democracy and deter wrongdoing; it also fosters and feeds economic progress.

Our analysis shows that the open exchange of information through a free media allows economies to flourish across a wide range of World Bank indicators from internal measures, like manufacturing output and the ease of doing business, to external indicators like foreign direct investment and trade across borders. Not only does Gross Domestic Product and Gross National Income rise in line with press freedom, but so do the tax receipts necessary for government spending.

Wealth is not just more likely to be created but also more likely to be widely shared in countries where the press is free — as GDP per capita rises and poverty levels decline.

## THE IMPACT OF PRESS FREEDOM ON THE SOCIETY

The freer the press, the higher the...



SOURCES: \*Freedom House 2017. Press Freedom includes freedom of speech; effective press laws; freedom of information; editorial autonomy  
 \*\* UNDP 2018 (r = .44; p < .01)  
 \*\*\*HDI (World Justice Project) (r = .46; p < .01)  
 \*\*\*\* OECD 2018 & UNDP 2018 (r = .43; p < .01)  
 \*\*\*\*\* World bank GINI Index 2018 (r = -.21; p < .05).

Societies that support a free press are also societies that are more likely to be educated and egalitarian. Where press freedom thrives, so do women at home, at school, and in the workplace. Where there are higher levels of press freedom there are also lower levels of social inequality as indicated by household income and consumption.

IN SUM:

WHERE PRESS FREEDOM THRIVES,  
SO DOES EVERYONE ELSE.

AND THAT'S A FACT.

# PART B: HIGHLIGHTING REGIONAL PRESS TRENDS

This is a regional snapshot of the insights available in the World Press Trends database that includes data from WAN-IFRA member associations, Zenith, PwC, comScore and the World Bank.

# ASIA PACIFIC

## Market conditions: East Asia & Pacific



Category	Latest figure	1 yr %	5 yr %	Highest in list	Lowest in list
<b>GDP growth</b>	4.20%	-8.30%	1.90%	Cambodia	Nauru
<b>Foreign Direct Investment</b>	2.10%	-7.50%	-26.20%	Hong Kong SAR, China	Japan
<b>Inflation rate</b>	2.10%	12.10%	-17.40%	Myanmar	Brunei Darussalam
<b>Gross national Income per capita</b>	US\$10976.8	8.30%	10.80%	Myanmar	Macao SAR, China
<b>Unemployment rate</b>	3.90%	0.00%	-3.79%	New Caledonia	Lao PDR

Source: World Bank

## Market conditions: South Asia



Category	Latest Figure	1 yr %	5 yr %	Highest in list	Lowest in list
<b>GDP growth</b>	2.40%	-2.40%	-3.20%	Bangladesh	Afghanistan
<b>Foreign Direct Investment</b>	1.4% (2017)	N/A	N/A	Pakistan	Bhutan
<b>Inflation rate</b>	3.80%	-4.50%	-43.20%	Bangladesh	Maldives
<b>Gross national Income per capita</b>	US\$1925.4	10.20%	29.30%	Maldives	Afghanistan
<b>Unemployment rate</b>	2.80%	-0.80%	-1.70%	Maldives	Nepal

Source: World Bank

## 2. Overall industry performance

Asia Pacific is home to all of the world's top 10 selling newspapers, which are clustered in China, Japan and India. But stories of the industry performance in those East Asia and South Asia countries are very different indeed.

In East Asia and the Pacific, we have seen Chinese newspapers enjoy large circulations shored up, in part, by compulsory subscriptions by government departments, but they don't enjoy the same levels of support from the business community: print advertising plunged 62% over the past five years with a drop of 24% in the past year. The trend is expected to continue this year with a forecast decline of about 17%.

Japanese news publishers have seen print advertising decline of about a fifth over the past five years with a drop of 4% during the past year with a similar decline forecast for 2019.

Changes in the shape of the Australian news industry are also notable. Income from print advertising has been sliced in half over the past five years (down 51%) and the prospects are grim: a decline of 16% was recorded over the past year, with more of the same expected in 2019. On the other hand, Australian publishers have aggressively pursued digital reader revenues with prices earned from subscriptions rising 107% since 2014 and expected to rise slightly (3%) this year.

The good news comes from South Asia. India is the most robust news industry in the region, if not the world. During the past five years, print circulation is up about 7% and print advertising has grown at about the same rate as the decline in Japan: 18%. The growth during the past year was 5% with similar levels expected this year. Print circulation rose nearly 2% over the year to 2018 with a similar increase expected this year.

# THE AMERICAS

## (North America + Latin America)

### Market conditions: North America



Category	Latest Figure	1 yr %	5 yr %	Highest in list	Lowest in list
<b>GDP growth</b>	2.8%	20.5%	10.8%	United States	Canada
<b>Foreign Direct Investment</b>	1.8%	-22.7%	-14.4%	Canada	United States
<b>Inflation rate</b>	2.4%	26.4%	33.5%	United States	Canada
<b>Gross national Income per capita</b>	US\$61031.4	6.1%	10.0%	United States	Canada
<b>Unemployment rate</b>	4.2%	-9.2%	-33.6%	Canada	United States

Source: WPT analysis of Zenith 2019 data

### Market conditions: South America



Category	Latest figure	1 yr %	5 yr %	Highest in list	Lowest in list
<b>GDP growth</b>	1.50%	-12.00%	45.20%	Dominican Republic	Puerto Rico
<b>Foreign Direct Investment</b>	3.60%	-4.70%	14.50%	Panama	Bolivia
<b>Inflation rate</b>	2.2% (2017)	N/A	N/A	Uruguay	Ecuador
<b>Gross national Income per capita</b>	US\$8700	3.90%	-13.60%	Turks and Caicos Islands	Haiti
<b>Unemployment rate</b>	8.10%	-0.30%	31.40%	St. Lucia	Cuba

Source: WPT analysis of Zenith 2019 data

## 2. Overall industry performance

While it is easy to calculate the average performance of the industry across this region, it is difficult to make generalisations. Even the story of the industry in the high-income nations of North America is, as the saying goes, a tale of two halves. The fortunes of publishers with both strong national and international reach are on the ascendancy. Titles such as The Wall Street Journal, The Washington Post and The New York Times all posted growing audiences and revenue figures for the past year – and they remain bullish about the future. By contrast, the vast majority of publishers serving local and regional audiences are struggling. On average, we estimate that print circulation in North America fell 5%, while print advertising dropped 16.13%. On the other hand, digital circulation showed increases of 6%, while digital advertising was up 10%.

The story of the industry performance in Latin America has missing chapters because of gaps in the data. The reasons range across political, professional and practical issues. For example, the once-thriving newspaper industry in Venezuela is on its knees, mirroring the general state of the country's economy.

For the five countries in Latin America for which we have reliable data for the five year period since 2014, print revenues from circulation and advertising have declined 10% and 9%, respectively. Print circulation revenues for this group of countries is expected to drop by 3% overall in 2019, with changes ranging from a decline of 7% in Argentina to no change (0%) in Peru. Meanwhile, income from printed advertising is expected to be down by 5% this year, mirroring the decline in 2018.

On the other hand, during the past five years digital income from subscriptions have jumped 104% and advertising is up 61%. That trend is expected to continue with respective rises of 10% and 8% in digital circulation and advertising revenues forecast for 2019.

As publishers increasingly look to digital reader revenues, it's worth noting how prices for digital subscriptions have changed. Overall, we've seen the average prices achieved by publishers for both print and digital subscriptions drop as the competition for subscribers intensifies. However, there have been some notable exceptions. In North America, the USA has bucked the trend with average revenue per user (ARPU) earned from digital subscribers up 12% since 2014 with a further 2% rise expected this year. In Latin America, Peru has been the outlier posting a 31% increase in ARPU during the past five years. Publishers in Brazil are expected to grow their digital ARPU by 7% in 2019, which would make it the fastest growing market in the region.

# EUROPE AND CENTRAL ASIA

Market conditions: Europe & Central Asia					
Category	Latest Figure	1 yr %	5 yr %	Highest in list	Lowest in list
GDP growth	2.10%	-20.60%	12.80%	Tajikistan	Italy
Foreign Direct Investment	0.20%	-95.90%	-93.00%	Montenegro	Hungary
Inflation rate	2%	8.90%	254.30%	Turkey	Ireland
Gross national Income per capita	US\$24276.2	6.90%	-6.50%	Switzerland	Tajikistan
Unemployment rate	6.90%	-6.90%	-22.30%	North Macedonia	Czech Republic

Source: World Bank

## 2. Overall Industry Performance

News publishers across the European region have broadly seen the shift from print to digital peel away more than a quarter of their revenues during the past five years. Print circulation revenues are down 26% since 2014 with the 7% year-on-year drop in 2018 expected to continue into 2019. This pattern has been mirrored by the print advertising revenues. Overall income from advertising is down 29% during the past five years with a 7% year-on-year drop in 2018 expected to continue into 2019.

By contrast, revenues from digital have shown robust growth over the same period. On average, circulation revenues have almost doubled during the past five years (up 96%) and in 2018 was up 10% on the previous year. This trend is expected to continue into 2019 with a growth of 9% forecasted.

Digital advertising growth has been more modest by comparison. During the past five years income from digital advertising has grown an average of 27%, with the 5% rise expected in 2019 to generally outperform inflation.

A year ago, a big concern was how GDPR (General Data Protection Regulation) would impact publishers within Europe, but the effects of that are still not clear. A next policy move, the European Online Copyright Directive, faces another uncertain outcome. We are watching this closely.

# MIDDLE EAST AND AFRICA

## Market conditions: Middle East & North Africa



Category	Latest Figure	1 yr %	5 yr %	Highest in list	Lowest in list
<b>GDP growth</b>	2.40%	47.60%	-18.90%	Libya	Yemen, Rep
<b>Foreign Direct Investment</b>	1.7% (2017)	N/A	N/A	Malta	Iraq
<b>Inflation rate</b>	2%	52.50%	-3.00%	Tunisia	Djibouti
<b>Gross national Income per capita</b>	US\$7652	5.00%	-12.50%	Qatar	Yemen, Rep
<b>Unemployment rate</b>	9.80%	-0.60%	-0.20%	West Bank and Gaza	Qatar

Source: World Bank

## Market conditions: Sub-Saharan Africa



Category	Latest Figure	1 yr %	5 yr %	Highest in list	Lowest in list
<b>GDP growth</b>	2.40%	-5.90%	-49.20%	Rwanda	Equatorial Guinea
<b>Foreign Direct Investment</b>	1.5% (2017)	N/A	N/A	Sao Tome and Principe	Angola
<b>Inflation rate</b>	4%	-29.60%	-15.90%	Liberia	Burundi
<b>Gross national Income per capita</b>	US\$1507	0.40%	-16.50%	Seychelles	Burundi
<b>Unemployment rate</b>	6.10%	-0.40%	3.40%	South Africa	Niger

Source: World Bank

## 2. Overall Industry Performance

Building a comprehensive picture of the performance of news publishers across Africa and the Middle East is no small challenge, as few of the countries in this region collect robust industry data. However, we're grateful that the data we have from four African (Egypt, Kenya, Nigeria, and South Africa) and four Middle Eastern countries (Israel, Turkey, Saudi Arabia and the United Arab Emirates) have this year been supplemented by insights provided by industry leaders in Burkina Faso, Uganda and Zimbabwe.

In the main, the news publishers in this region have not escaped the impact of the shift to digital felt by publishers elsewhere. However, there have been wide variations.

While the average decline of print circulation revenues over the past five years has only been 6%, advertising has slumped almost a fifth (19%). The marginal 2018 year-on-year declines in print (minus 1%) and advertising (minus 2%) are forecast to continue at the same rates into 2019.

Those who have been the hardest hit are the higher-income countries with robust digital infrastructure. In South Africa, print circulation revenues are down 28% over the past five years, while Israel's have dropped by 18%. By contrast, during that period print circulation revenues grew by 8% in Kenya and 3% in Nigeria.

Print advertising revenues plunged more than a third in Israel (down 36%) over the past five years, but only declined 3% in Turkey and .9% in Kenya.

We have broadly seen the shift from print to digital peel away more than a quarter of their revenues during the past five years. Print circulation revenues are down 26% since 2014 with the 7% year-on-year drop in 2018 expected to continue into 2019. This pattern has been mirrored by the print advertising revenues. Overall income from advertising is down 29% over the past five years with a 7% year-on-year drop in 2018 expected to continue into 2019.

By contrast, revenues from digital have shown robust growth during the same period. On average, circulation revenues have almost doubled during the past five years (up 96%) and in 2018 was up 10% on the previous year. This trend is expected to continue into 2019 with a growth of 9% expected. Digital advertising growth has been more modest by comparison. During the past five years income from digital advertising has grown an average of 27%, with the 5% rise expected in 2019 to generally outperform inflation.

# APPENDICES

## Appendix A: Notes on Methods

This annually published report is prepared for the World Association of News Publishers and is a result of collaboration between Dr François Nel of the University of Central Lancashire, UK, Dr Coral Milburn-Curtis of the University of Oxford, UK and a range of data partners including WAN-IFRA Members, the Association of Audited Media (US), Chartbeat, IO Technologies, IPSOS, Media Institute for Southern Africa, Parse.ly, PwC, the University of North Carolina Center for Innovation and Sustainability in Local Media, and Zenith.

Open source data is further taken from the World Bank, Transparency International, OECD, Harvard University, Edelman Trust, Freedom House, Reporters Without Borders, The World Justice Project and Worlds of Journalism.

While it is not our intention to attribute causal conclusions, we are nevertheless able to highlight the strength of relationships between our variables of interest – particularly those that impact upon Press Freedom.

Correlation throughout this report is expressed as Pearson's  $r$ , the strength of association between two variables. Notable cut-off criteria are  $r = .1$  (weak correlation),  $r = .3$  (medium correlation) and  $r > .5$  (strong correlation). Significance ( $p$  values) relate to the probability that any one result could have been achieved by chance.

Press Freedom analyses are produced by exploring correlations between the Freedom House Press Freedom index and a range of democratic, economic and social indicators featured in the Media Sustainability Barometer.<sup>14</sup>

The Press Freedom factor is drawn from Freedom House and includes:

- freedom of speech; effective press laws; freedom of information legislation; editorial autonomy.

<sup>14</sup> Milburn-Curtis, CJ & Nel, F. (2019). Measuring, Monitoring, Mapping and Modelling a Sustainable Global Media Ecosystem: a pilot study. Paper presented at the IAMCR 2019 conference in Madrid, Spain, July 7-11, 2019

The indicators of Democracy (with correlations with press freedom and sources in parentheses) derive from the UN definition here: <https://www.un.org/en/sections/issues-depth/democracy/index.html> and include:

- Political stability and absence of terrorism: ( $r = .69$ ;  $p < .001$ ) measures perceptions of the likelihood that the government will be destabilised or overthrown by unconstitutional or violent means, including politically-motivated violence and terrorism. (Source: World Bank)
- Control of corruption ( $r = .65$ ;  $p < .001$ ) capturing perceptions of the extent to which public power is exercised for private gain, including both petty and grand forms of corruption, as well as “capture” of the state by elites and private interests. (Source: World Bank)
- Voice & accountability ( $r = .69$ ,  $p < .001$ ) capturing perceptions of the extent to which a country’s citizens are able to participate in selecting their government, as well as freedom of expression, freedom of association, and a free media. (Source: World Bank)
- Strength of governance ( $r = .25$ ,  $p < .05$ ) capturing perceptions of the quality of public services, the quality of the civil service and the degree of its independence from political pressures, the quality of policy formulation and implementation, and the credibility of the government’s commitment to such policies. (Source: World Bank)
- Rule of Law ( $r = .75$ ;  $p < .001$ ) capturing perceptions of the extent to which agents have confidence in and abide by the rules of society, and in particular the quality of contract enforcement, property rights, the police, and the courts, as well as the likelihood of crime and violence. (Source: World Justice Project)
- Harvard University Political Integrity Index ( $r = .79$ ;  $p < .001$ ) scores countries on electoral laws & procedures, voter registration, campaign finance etc (Source: Harvard University)
- Voter turnout: ( $r = -.37$ ,  $p < .01$ ) the extent to which eligible voters use their vote on election day. (Source: Idea.int)

The Economic indicators (with correlations with press freedom and sources in parentheses) are:

- GDP per capita: ( $r = .48, p < .001$ ) the purchasing power parity (PPP) value of all final goods and services produced within a country in a given year, divided by the average (or mid-year) population for the same year. (Source: World Bank)
- Foreign Direct Investment: ( $r = .58, p < .001$ ) FDI net inflows are the value of inward direct investment made by non-resident investors in the reporting economy (Source: World Bank)
- Gross National Income: ( $r = .47, p < .001$ ) the sum of value added by all resident producers plus any product taxes (less subsidies) not included in the valuation of output plus net receipts of primary income (compensation of employees and property income) from abroad. (Source: World Bank)
- Ease of doing business: ( $r = .40, p < .001$ ) Higher rankings (a low numerical value) indicate better, usually simpler, regulations for businesses and stronger protections of property rights. (Source: World Bank)
- Tax revenue as % of GDP: ( $r = .44, p < .001$ ) refers to compulsory transfers to the central government for public purposes. (Source: World Bank)
- Manufacturing value added: ( $r = .50, p < .001$ ) the total estimate of net-output of all resident manufacturing activity units obtained by adding up outputs and subtracting intermediate inputs. (Source: World Bank)
- Trade across borders: ( $r = .54, p < .001$ ) measures performance as reported by domestic entrepreneurs; looks specifically at the logistical processes of exporting and importing. (Source: World Bank)
- Poverty % of population: ( $r = -.21, p < .001$ ) those living on less than \$1.90 a day. (Inverse correlation) (Source: World Bank)

The Social Indicators (with correlations with press freedom and sources in parentheses) are:

- Gender Inequality Index 2018 ( $r = .44, p < .01$ ). This measures gender inequalities in three aspects of human development – reproductive health, measured by maternal mortality ratio and adolescent birth rates; empowerment, measured by proportion of parliamentary seats occupied by females and proportion of adult females and males aged 25 years and older with at least some secondary education; and economic status, expressed as labour market participation and measured by labour force participation rate of female and male populations aged 15 years and older. (Source: UN Development Programme )
- Human Development Index 2017: ( $r = .46; p < .01$ ). The HDI scores inclusiveness, life expectancy, per capita income. (Source: World Justice Project)
- PISA educational achievement scores ( $r = .43; p < .01$ ) (Source: OECD)
- Social inequality ( $r = -.21; p < .05$ ) GINI index measures the extent to which the distribution of income (or, in some cases, consumption expenditure) among individuals or households within an economy deviates from a perfectly equal distribution (Source: World Bank GINI)

The World Press Trends draws upon data from a range of sources. Their individual methodologies can be found here:

- Chartbeat: <http://support.chartbeat.com/docs/methodology.html>
- Edelman Trust Barometer: [https://www.edelman.com/sites/g/files/aattuss191/files/2019-02/2019\\_Edelman\\_Trust\\_Barometer\\_Global\\_Report\\_2.pdf](https://www.edelman.com/sites/g/files/aattuss191/files/2019-02/2019_Edelman_Trust_Barometer_Global_Report_2.pdf)
- Freedom House: <https://freedomhouse.org/report/freedom-press-2017-methodology>
- Harvard University Electoral Integrity Project: <https://www.electoralintegrityproject.com>
- IPSOS: <https://www.ipsos.com/ipsos-mori/en-uk/survey-methods-ipsos-mori>
- OECD: <https://www.oecd.org/site/schoolingfortomorrowknowledgebase/futuresthinking/overviewofmethodologies.htm>
- PwC: <https://www.pwc.com/gx/en/entertainment-media/outlook/perspectives-from-the-global-entertainment-and-media-outlook-2018-2022.pdf>
- Reporters Without Borders: <https://rsf.org/en/detailed-methodology>
- Transparency International: [https://www.transparency.org/news/pressrelease/explanation\\_of\\_how\\_individual\\_country\\_scores\\_of\\_the\\_corruption\\_perceptions](https://www.transparency.org/news/pressrelease/explanation_of_how_individual_country_scores_of_the_corruption_perceptions)
- World Bank: <https://datahelpdesk.worldbank.org/knowledgebase/articles/906531-methodologies>
- World Justice Project: [https://worldjusticeproject.org/sites/default/files/documents/Methodolgy\\_17-18.pdf](https://worldjusticeproject.org/sites/default/files/documents/Methodolgy_17-18.pdf)
- Worlds of Journalism: <http://www.worldsofjournalism.org/research/2012-2016-study/>
- Zenith: [https://www.zenithmedia.com/reports\\_data/market\\_report](https://www.zenithmedia.com/reports_data/market_report)

# Appendix B: Selected Definitions

## **Total newspaper circulation revenue (\$ mn)**

Consumer spend on newspapers, comprising print (newsstand purchases and subscriptions to the print edition) and digital (digital subscriptions and payments for newspapers delivered direct to connected devices such as a PC, tablet or smartphone, including fees to access online content). This sub-component considers all daily newspapers, including weekend editions and free dailies. Weekly newspapers are included in markets where data is available. This revenue is both digital and non-digital, and is from consumer spending.

## **Print newspaper circulation revenue (\$ mn)**

Consumer spend on print newspapers, including newsstand purchases and subscriptions to the print edition. This sub-component considers all daily newspapers, including weekend editions. Weekly newspapers are included in markets where data is available. This revenue is non-digital, and is from consumer spending.

## **Digital newspaper circulation revenue (\$ mn)**

Consumer spend on digital editions of newspapers, including digital subscriptions and payments for newspapers delivered direct to connected devices such as a PC, tablet or smartphone, and including fees to access online content. This segment considers all daily newspapers, including weekend editions and free dailies. Weekly newspapers are included in markets where data is available. This revenue is digital, and is from consumer spending.

### **Print newspaper advertising revenue (\$ mn)**

Revenue from advertising spend in printed newspapers. This segment considers all daily newspapers, including weekend editions and free dailies. Weekly newspapers are included in markets where data is available. This revenue is non-digital, and is from advertising spending.

### **Digital newspaper advertising revenue (\$ mn)**

Revenue from advertising spend in digital newspapers, including all advertising on newspaper websites, tablet apps and smartphone apps. This segment considers all daily newspapers, including weekend editions and free dailies. Weekly newspapers are included in markets where data is available. This revenue is digital, and is from advertising spending.

### **Average daily unit circulation print (000)**

The average number of purchased daily copies of printed newspapers.

### **Average daily unit circulation digital (000)**

The average number of purchased digital newspapers, including via a paywalled section of a newspaper website or purchased digital edition of a newspaper.

### **Free dailies newspaper circulation (000)**

The average number of copies accessed of free newspapers distributed daily.

# Appendix C: Print Circulation

One of the most requested figures we receive from our members is “What are the top 10 or 20 newspapers in the world?” Naturally, that can mean many different things to many different people, but often it refers to printed circulation. And while it is proving more challenging every year to collect these specific figures, we feel quite confident about this list below (listed in millions).

**Top 10 newspapers globally (paid print circulation)**

2019 rank	Change in ranking*	Title	Country	Language	Print Circulation
1	0	Yomiuri Shimbun	Japan	Japanese	8,115
2	0	Asahi Shimbun	Japan	Japanese	5,604
3	1	Dainik Bhaskar	India	Hindi	4,321
4	3	Cankao Xiaoxi	People's Republic of China	Chinese	3,749
5	0	Dainik Jagran	India	Hindi	3,410
6	5	People's Daily	People's Republic of China	Chinese	3,180
7	2	The Times of India	India	English	3,030
8	-2	The Mainichi Shimbun	Japan	Japanese	2,452
9	5	Malayala Manorama	India	Malayalam	2,370
10	0	The Nikkei	Japan	Japanese	2,347

Circulation in millions

# BIOGRAPHIES

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# Why we sponsored this report

Past years haven't been easy for news companies. Just when newsrooms were adapting to new technologies and new beats of information, then came the fake news crisis, the loss of confidence and the doubts about the profitability of advertising spend.

Luckily, 2019 is dawning a rebirth for the sector and data shows an increasing trend: the establishment of a new relation based on trust between media houses and their audiences. An engaged audience is likely to be a loyal audience and one that is increasingly willing to pay for premium content. Customers look for creativity and new formats, new narratives starting with a simple mobile push notification to huge stories in print newspapers.

As a technological partner in this industry, Protecmedia offers software solutions and keys to success in the multichannel newsroom, automating processes, making integration of all platforms easier and simplifying the audience and advertising management.

In such a special moment as the 30th edition of World Press Trends, we are delighted to accept WAN-IFRA's offer to sponsor this Report, which we are sure will be used as a source of inspiration to encourage new business lines.

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